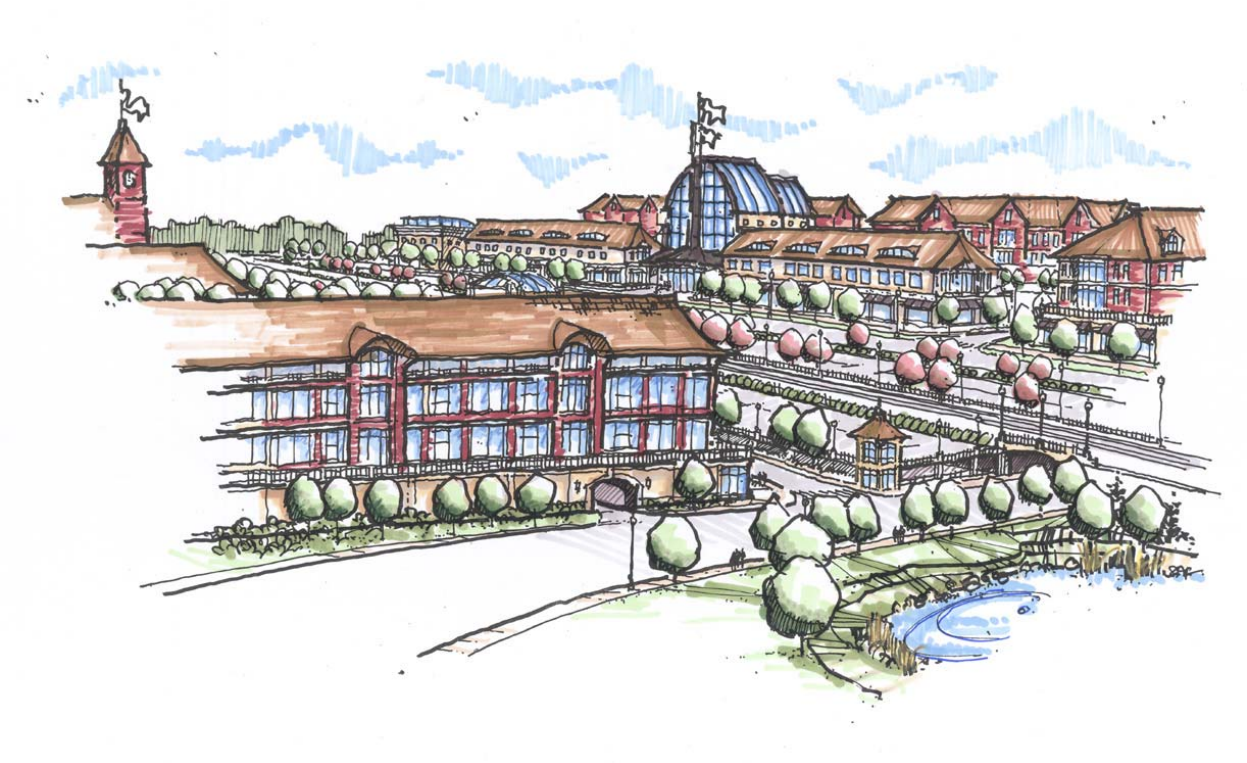
Village of Wheeling
Station Area Plan



April 13, 2004

METRO

LAKOTA
THE LAKOTA GROUP, INC.

S. B. Friedman & Company
Real Estate Advisors and Development Consultants

Village of Wheeling

Station Area Plan

Prepared for the Village of Wheeling

by

S. B. Friedman & Company

The Lakota Group

Metro Transportation Group, Inc.

April 13, 2004

This work summarizes work conducted for the Village of Wheeling Station Area Plan. This document was prepared by the *S. B. Friedman Company* and its sub-consultants The Lakota Group and Metro Transportation Group under contract to the Village of Wheeling through a grant from the Regional Transportation Authority, and financed in part through the U.S. Department of Transportation, the Federal Transit Administration, and the Illinois Department of Transportation. The contents do not necessarily reflect the official views of the U.S. Department of Transportation, Federal Transit Administration, the Illinois Department of Transportation or the Regional Transportation Authority.

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Executive Summary

The consultant team of *S. B. Friedman & Company*, The Lakota Group, and Metro Transportation Group (the Consultant Team) was engaged by the Village of Wheeling (the Village) to prepare a Station Area Plan (Plan) for the area surrounding its Metra Station, including portions of Dundee Road and areas north of Dundee Road (Study Area). The Village received a grant from the Regional Transportation Authority (RTA) through its Regional Technical Assistance Program (RTAP) to conduct this study. The Village wants the area around the Metra Station (Station Area) to be a focal point of the community. Therefore, the purpose of this Plan is to make the area more transit friendly, determine compatible land uses, improve access, and alleviate congestion. This study also determines the development potential of the area and provides realistic development strategies to implement its recommendations.

Overview of Key Findings

The research that was completed to prepare the Station Area Plan included:

- An analysis of existing physical and transportation conditions, including existing land use and current zoning in the Study Area
- A market analysis of the area to determine a potential future land use mix including the amount of residential and commercial uses that can be supported by the market
- An assessment of constraints and opportunities to development based on existing physical, transportation, and market conditions.

The following are the key findings of this study:

DEVELOPMENT CONSTRAINTS & OPPORTUNITIES

- The area surrounding the Metra Station requires improved vehicular and pedestrian access and circulation.
- Challenges to development include: the floodplain and floodway which cover much of the Study Area; the barrier created by both the railroad tracks and ComEd right-of-way; industrial sites adjacent to the Metra Station that limit retail and residential opportunities; traffic congestion on Dundee Road due to train crossings and numerous turning movement conflicts; inefficient retail use and parking configurations; and outdated shopping center facades.
- The parcels within the Study Area consist of a wide variety of uses and zoning districts that could be rezoned to include only two or three districts. Since the majority of the Study Area is adjacent to Dundee Road, a consistent and uniform pattern of development is needed.

- Several vacant sites along Dundee Road provide development opportunities for new buildings, parking, open spaces, and/or stormwater management.

- Several of the existing uses throughout the Study Area, due to vacancy, floodplain/floodway location, and land use incompatible with the retail and residential character desired for the Study Area provide redevelopment opportunities for new buildings, parking, open spaces, and stormwater management.

- Existing land uses with outdated façades, inefficient parking and circulation, and similar issues provide basic improvement opportunities, as well as more extensive redevelopment opportunities.

RESIDENTIAL MARKET ANALYSIS

- Overall, analysis of existing housing conditions shows that there is a strong market for townhomes and condominiums in the Village of Wheeling.

- Demographic data indicate a growing population of empty-nester households in Wheeling and surrounding communities who may be potential buyers of condominium housing as they consider downsizing to smaller, upscale housing geared toward their needs. Wheeling's strong attached-unit housing market could pull in many of these potential empty-nester buyers.

- Based on an analysis of the competitive market, the potential exists for at least 125 residential units in the Study Area over the next five years. Phasing future development to parallel annual absorption rates, a total of 540 units could potentially be developed over 15 years; 720 units in 20 years; and up to 900 units over a 25-year period.

- The development program should include a mix of housing types, including townhomes, condominiums, and upscale rental units.

RETAIL MARKET ANALYSIS

- The Study Area will primarily function as a neighborhood- and community-level shopping destination, with the potential for a Town Center redevelopment around the train station. However, if one or two larger retail uses locate in the Study Area then it may have enough "critical mass" to function as a sub-regional shopping destination, drawing from a larger market area than a typical neighborhood- or community-level center.

- Based on the retail market analysis, there is the potential for up to 490,000 square feet of retail development in the Study Area, including the redevelopment of a large vacant big-box retail use. However, the ability of Study Area to attract significant new retail development is considerably dependent upon the creation of a critical mass of retail uses, including larger retailers that can attract shoppers into the Study Area as an alternative to nearby shopping centers.

- Potential retail types for the Study Area include: Home Improvement Center; Furniture Store; Apparel Stores; Dine-in Restaurants; Drugstore; Home Furnishings Store; Card/Gift/Art Store; Hobby Store; Ice Cream Parlor; Dry Cleaners; and Video Store. The goal of the proposed retail mix is to have potential development in the Study Area be able to serve as many different market niches as possible (Metra commuters, Park District facility users, area residents, etc.) and also to complement existing businesses (i.e., home furnishings store as a complementary use to existing furniture store).

Concept Plan

Using information collected on land use, market, and transportation issues and opportunities, and input from the community, the Consultant Team prepared a concept plan for the Study Area. This concept plan seeks to make the area more transit friendly, determine compatible land uses, improve access, and alleviate congestion. This concept plan is presented for three sub-areas: the Metra Station Area (Station Sub-Area), including Village Hall and Recreation Complex; the areas north and south of Dundee Road between Wheeling Road and Route 83 (Central Sub-Area); and the southwest corner of Dundee Road and Route 83 (West Sub-Area).

The key development strategies for each of the sub-areas are as follows:

Station Sub-Area. The concept plan for this sub-area aims to create a town center environment with retail/service uses around the train station that serve commuters using the Metra Station, residents and employees in the surrounding area, and users of the Park District Recreation and Aquatic Centers. The concept plan proposes locating retail uses that serve a larger market area along Dundee Road to draw potential customers from surrounding communities to the Station Area. It also proposes new high-density, upscale residential development for the Station Area that targets "empty-nesters" wanting to downsize to smaller units and commuters wanting to live near a commuter train station. Proposed improvements to civic uses in the Station Area include reconfiguration of the Recreation/Aquatic Center parking and reconfiguration of the Park District's athletic fields.

Central Sub-Area. The concept plan for the Central Sub-Area focuses on a possible new big-box retail use at the northeast corner of the Route 83 and Dundee Road intersection and the redevelopment of the south side of Dundee Road into a more efficient and modern commercial area. An alternative long-range concept for this sub-area calls for the redevelopment of the blocks north and south of Dundee Road between Route 83 and McHenry Road/Wheeling Road (relocating the auto dealership and car care center in this area to another location within the Village) into a high-density residential area, with some retail and office uses.

West Sub-Area. In the West Sub-Area, the portions of the shopping center on the southwest corner of Dundee Road and Route 83 which have awkward setbacks are redeveloped so that the entire shopping center is aligned more evenly. The concept plan

proposes a townhome development behind the center as a buffer to residential blocks to the south.

Overall, the concept plan proposes developing approximately 350,000 square feet of total retail space, almost 600 new residential units, and 30,000 square feet of office space in the Study Area. Assuming the alternative plan for the Central Sub-Area, the concept plan proposes the development of about 230,000 square feet of total retail space, 900 new residential units, and 70,000 square feet of new office space for the Study Area. Study Area redevelopment is anticipated to take place over a period of several years.

Recommended transportation improvements include: the widening of Dundee Road between Wheeling Road and Elmhurst Road; incorporating access management strategies; providing new roadway/pedestrian connections; and various intersection improvements. Assuming recommended improvements are made, the analysis indicates that additional traffic generated by the preferred concept plans can be accommodated. Site-specific traffic impact studies will need to be conducted for future development proposals to further analyze improvements needed in the Study Area.

Implementation Plan

The Wheeling Station Area implementation plan identifies key projects and recommended action steps and strategies to complete projects defined in the Plan, including public and private sector responsibilities and potential funding sources. Some projects refer to the development of specific sites, while others refer to broader area-wide efforts. The implementation plan attempts to synthesize the ideas, opportunities, and priorities presented throughout the report into a manageable number of projects. The key projects are as follows:

1. Collaborate with land owners, interested private developers, and Park District to redevelop Town Center area east of the tracks
2. Encourage and assist with redevelopment of vacant K-mart site
   A. Acquire storage rental facility for use as water detention
   B. Continue actively pursuing a big-box retail anchor for 18 months
   C. Pursue alternative development strategy of site as mixed-use residential and retail, if a large retail anchor can not be found after 18 months
3. Design and implement comprehensive plan for stormwater detention to support development program
4. Prioritize and implement transportation, circulation, and roadway improvements
5. Possibly redesign and reconstruct Metra station and reconfigure associated commuter parking
6. Acquire and assemble land and build connector road in the Town Center west of the tracks
7. Solicit developers for key development sites around Metra station (as Village acquires large, developable tracts of land)

8. Actively encourage rehabilitation and redevelopment of retail centers on the south side of Dundee Road west of Wheeling Road
9. Design and implement comprehensive streetscape program for Dundee, Wheeling, and McHenry Roads including signage

Redevelopment of the Study Area will occur over a period of years given the size of the area, the multiple owners, and potential need to relocate existing businesses. In addition, retail and residential development should be phased to parallel market absorption. The redevelopment of the Town Center east of the railroad tracks and the redevelopment of the vacant K-mart site have been identified as high-priority or catalytic projects. Catalytic projects are expected to spur the most activity, investment, and redevelopment in the Study Area because of their high visibility. In addition, these projects appear to be the most feasible given land ownership and private sector development interest.

1. Introduction and Background

The consultant team of *S. B. Friedman & Company*, The Lakota Group, and Metro Transportation Group (the Consultant Team) was engaged by the Village of Wheeling (the Village) to prepare a Station Area Plan (Plan) for the area surrounding its Metra Station, including portions of Dundee Road and areas north of Dundee Road (Study Area). The Village received a grant from the Regional Transportation Authority (RTA) through its Regional Technical Assistance Program (RTAP) to conduct this study. The Consultant Team worked closely with the Project Committee, which consisted of Village staff, elected officials, business leaders, and representatives from RTA, Metra, and Pace.

PURPOSE OF STUDY

The Village wants the area around the Metra Station (Station Area) to be a focal point of the community. Therefore, the purpose of this Plan is to make the area more transit friendly, determine compatible land uses, improve access, and alleviate congestion. This study also determines the development potential of the area and provides realistic development strategies to implement its recommendations. In addition, the Station Area Plan addresses the following issues:

- Increased ridership and service that will result from the planned Metra NCS service upgrades and the potential for a reverse commuter market given the Village's strong employment base
- Development challenges due to floodplain and floodway issues
- The Wickes furniture store's plan to redevelop its warehouse/store site
- Outdated shopping centers along Dundee Road, including the vacant K-mart site

Ultimately, this study seeks to identify appropriate, achievable development strategies that will promote a more coherent, transit-oriented development pattern.

CONTEXT OF STUDY AREA

The Village of Wheeling is located in the northwest suburbs of Chicago. The Village offers good access via the interstate expressway system and commuter and freight rail service. I-294 runs along the eastern edge of the Village, and Route 53 is located two miles west, leading to I-290 and I-355. The Village is home to Palwaukee Municipal Airport, and is located seven miles from O'Hare International Airport.

The approximately 145-acre Study Area includes the area immediately surrounding the station, extending south to the Heritage Lake Tributary and west over the rail tracks to the ComEd high lines; portions of Dundee Road from east of Northgate Park on the east to the London Middle School east property line on the west; and an area extending from north of Dundee Road to the Wheeling Drainage Ditch. The Study Area includes a variety of uses, including outdated and

vacant shopping centers along Dundee Road, heavy and light industrial uses near the station, and vacant land. The Study Area is predominately located in a floodplain with portions in a floodway.

The Village is a business and industrial center. It contains over 12 million square feet of industrial space and over 20,000 jobs are generated by Wheeling-based businesses. In addition, there is a considerable amount of land available in the Village for commercial, retail, and industrial development. The Village has a population of approximately 35,000, which continues to grow, as there are approximately 800 new and planned residential units in the Village, ranging in price from $180,000 to over $500,000.

The Metra station currently has limited weekday service and no weekend service. Metra's planned North Central Line (NCS) service upgrades, which require the installation of additional track along the Canadian National (CN) railroad, are planned for January 2006 and is expected to double the number of trains serving the station. The existing uses surrounding the station do not accommodate or complement a commuter train station. Planned service upgrades of the line and a possible full service upgrade by 2020, along with the proposed redevelopment of the surrounding area as a transit-oriented development will increase use of the station area and adjacent parking and roads to a level that the Station Area currently cannot accommodate.

STUDY COMPONENTS

The study involved a comprehensive approach based on public involvement, including two community workshops and ongoing feedback from the Station Area Plan Project Committee; market analysis of residential and commercial uses; and analysis of physical conditions and land use relationships. The final steps in the study involved developing a concept plan that reflected analysis and public input, and identifying implementation steps to carry out the concept plan. The Station Area Plan includes the following components:

- An analysis of existing physical and transportation conditions, including existing land use and current zoning in the Study Area
- A market analysis of the area to determine the potential future land use mix and amount of residential and commercial uses that can be supported by the market
- An assessment of constraints and opportunities to development in the Study Area based on existing physical, transportation, and market conditions
- A summary of the selected concept plan for the area and a discussion of the process for selecting this plan
- An implementation plan detailing the steps involved in carrying out the projects described in the concept plan

2. Analysis of Existing Physical & Transportation Conditions

As an initial step in the planning process, the Consultant Team conducted a field reconnaissance of the Study Area to observe existing conditions and collect the relevant data needed to analyze physical and transportation constraints and opportunities to development. Additionally, community input concerning existing Study Area conditions was obtained through a community input workshop (workshop notes can be found in Appendix A). The team analyzed current transportation conditions such as parking and traffic data, proposed transportation improvements by Metra, the Illinois Department of Transportation (IDOT), and the Village, and vehicular and pedestrian access. In addition, general physical conditions, existing land use, and current zoning requirements were examined.

Existing Transportation Conditions

Metro Transportation Group (Metro) reviewed existing transportation infrastructure and conditions in the area, and conducted traffic counts at key intersections. The following summarizes the key existing traffic conditions:

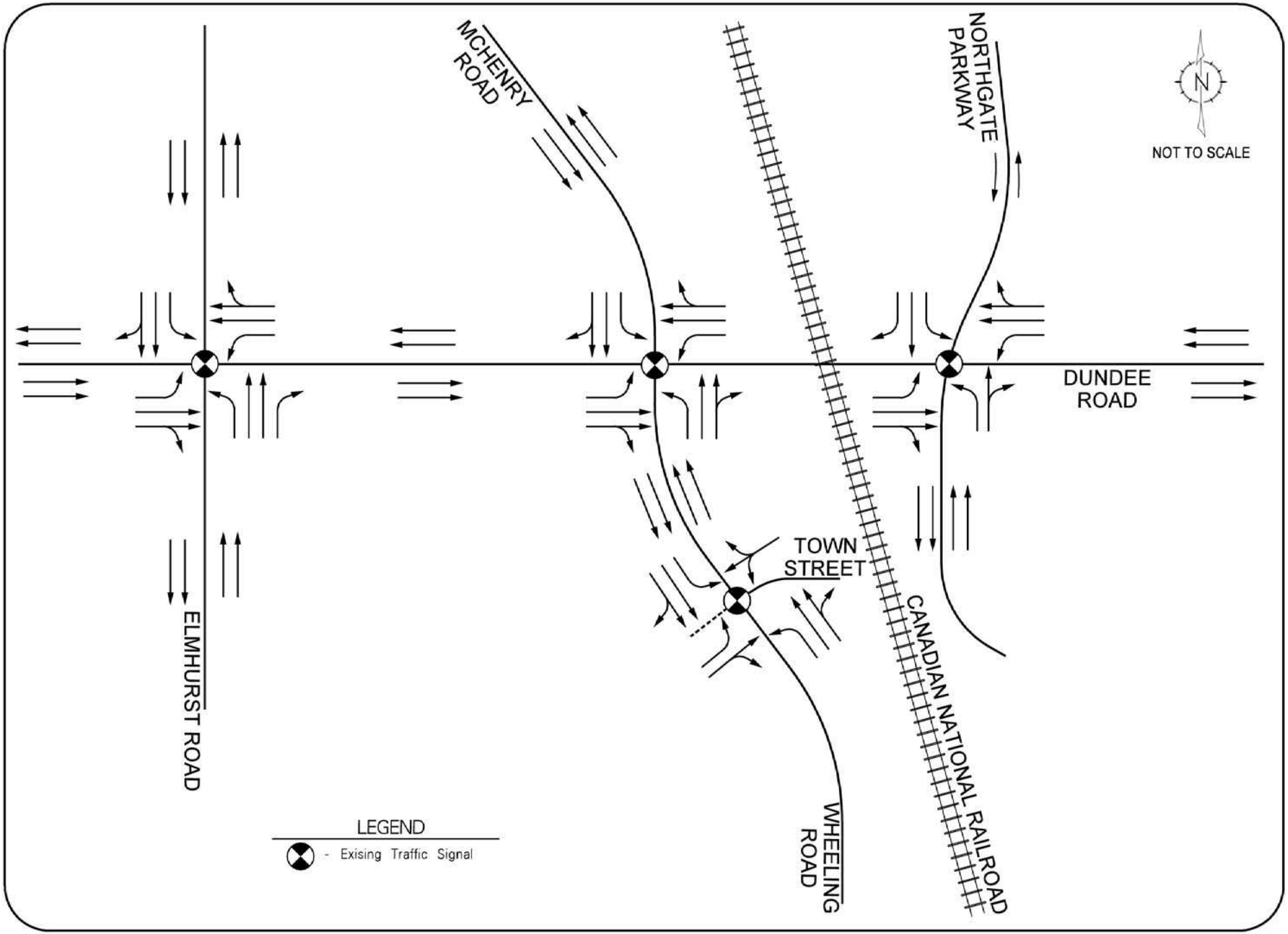
ROADWAY CHARACTERISTICS

A depiction of existing roadway conditions can be found in the *Existing Roadway Conditions* figure found on the next page. The portion of Dundee Road that runs through the Study Area is an arterial roadway with two lanes in each direction and a 35 mile-per-hour posted speed limit. Within the Study Area, Dundee Road has an at-grade railroad crossing with the Canadian National Railroad and traffic signals at Northgate Parkway, Wheeling Road, and Route 83 (Elmhurst Road). Northgate Parkway is a collector roadway with two lanes in each direction (south of Dundee Road). Its posted speed limit is 30 miles-per-hour and within the Study Area it has one traffic signal at Dundee Road. Wheeling Road is a secondary arterial roadway with two lanes in each direction and traffic signals at Dundee Road, Town Street, and Elmhurst Road. Elmhurst Road is an arterial roadway with two lanes in each direction, a 35 mile-per-hour speed limit, and traffic signals at Dundee Road and Wheeling Road. Town Street, which provides access to the Metra Station, is a local roadway with two lanes in each direction and a traffic signal at Wheeling Road.

Except for a planned reconstruction of Wheeling Road south of Town Street to Hintz Road, there are no planned roadway improvements on the portions of these roads running through the Study Area.

PEDESTRIAN/BICYCLE FACILITIES

The IDOT Regional Greenway Corridor Bicycle Path is planned to run along the ComEd right-of-way that runs parallel to Wheeling Road and McHenry Road in the Study Area. Additionally, there are plans for a pedestrian pathway along the Wheeling Drainage Ditch in the eastern portion of the Study Area.



EXISTING ROADWAY CHARACTERISTICS

INTERSECTION CAPACITY ANALYSIS

Metro conducted traffic volume counts at key intersections in the Study Area during AM (7:00 AM to 9:00 AM) and PM (4:00 PM to 6:00 PM) peak traffic hours. See the *Existing Traffic Volumes* figure on the next page for these traffic counts. The following summarizes key transportation conditions in the Study Area:

- In the AM peak hour, there is considerable congestion on Dundee Road eastbound from Wheeling Road to west of the pedestrian bridge near London School. Freight trains further disrupt traffic on Dundee Road, especially eastbound.

- In the PM peak hour, there is heavy congestion westbound along Dundee Road and southbound along Northgate Parkway. Vehicles queue westbound on Dundee Road from Wheeling Road beyond Northgate Parkway, and freight trains can block traffic at the at-grade railroad crossing on Dundee Road creating further delays.

The effectiveness of how well an intersection operates is measured in terms of Level of Service (LOS). Levels of Service range from LOS "A" (best) to LOS "F" (worst). The minimum intersection LOS that is generally accepted by Illinois Department of Transportation (IDOT) standards is LOS "D". The table below summarizes the capacity analyses for existing conditions. As the table show, the intersections of Dundee and Wheeling Roads and Dundee and Elmhurst Roads currently are operating at minimum or below-minimum levels of service during peak hours of operation.

Existing Intersection Level of Service

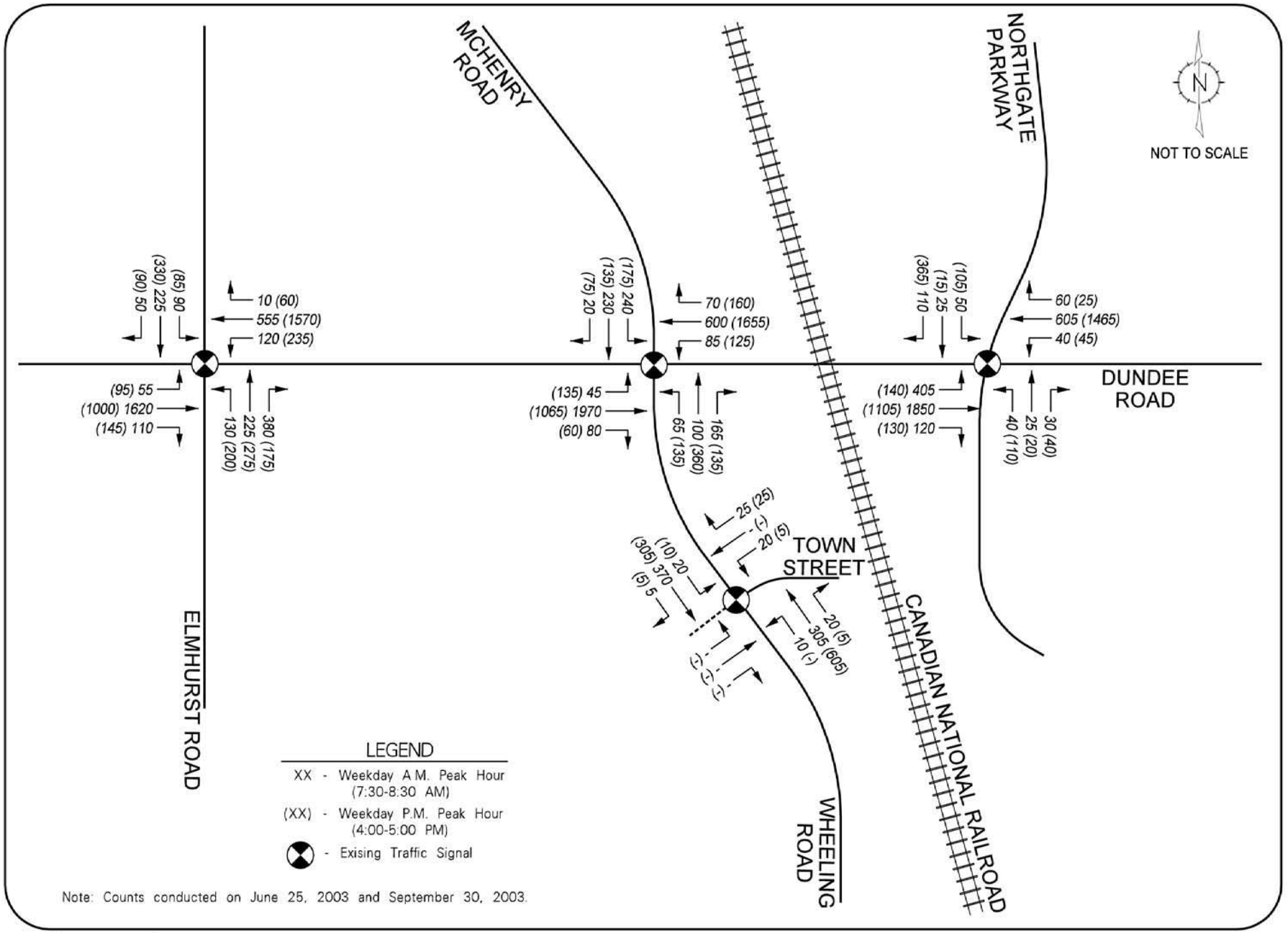
Intersection	AM Peak Hour	PM Peak Hour
Dundee Road / Northgate Parkway	C	C
Dundee Road / Wheeling Road	E	D
Dundee Road / Elmhurst Road	E	D
Wheeling Road / Town Street	A	A

Note: A (Best) to F (Worst); D minimum level of service acceptable by IDOT

Daily Traffic Volumes

The following are daily traffic volumes as reported by IDOT:

- Dundee Road east of Elmhurst Road: 38,000 (2001)
- Dundee Road west of Elmhurst Road: 37,400 (2001)
- Elmhurst Road south of Dundee Road: 19,200 (2001)
- McHenry Road west of Elmhurst Road: 17,800 (2001)
- McHenry Road north of Dundee Road: 18,600 (2002)



EXISTING TRAFFIC VOLUMES

PUBLIC TRANSPORTATION

- In 2001, the FTA approved a Full Funding New Starts Grant Agreement to provide for an increase in the number of trains on the Metra NCS. The existing service, which operates along the CN (owner and operator of the railroad) right-of-way between Antioch and Chicago Union Station, began in August of 1996. Opening-day service involved eight weekday trains, which was increased to ten in early 1997. Metra's planned NCS service upgrades require the installation of additional track along the CN right-of-way. These improvements will increase the level of service offered along the line and at the Wheeling Metra Station. Service is anticipated to be operating by January 2006. Weekday service is expected to increase from 10 trains per day to 22 trains per day. This increase in service may provide some potential for reverse commuting. Possible future upgrades in service to full service by 2020 would significantly increase potential for reverse commuting.

- Currently, Pace provides fixed route service (Route 234) through the Study Area on Dundee Road. Pace is considering providing shuttle service from the Wheeling Metra Station to the area bounded by Hintz Road, Wheeling Road, Palatine Road, and Wolf Road (the Industrial Bus Shuttle), as well as an express route service between the Rosemont CTA Rapid Transit Station and the area bounded by Hintz Road, Wheeling Road, Palatine Road, and Wolf Road.

METRA PARKING & PROJECTED RIDERSHIP

Currently, parking capacity for the Wheeling Metra Station consists of 488 spaces. In 2001, an average of about 53% (258 spaces) of these spaces were occupied per day (see *Existing Metra Parking Use* table below). The general origin of Metra parking lot vehicles is: 62% from Wheeling; 21% from Buffalo Grove; and 17% from other origins.

Existing Metra Parking Use - 2001

Station	Number of Parking Spaces	Occupied Spaces	Percent Occupied
Wheeling	488	258	52.9%

Due to Metra's planned NCS service upgrades, ridership and parking demands are expected to increase. Ridership projections based on the FTA Full Funding New Starts Agreement (anticipated for January 2006) are estimated to increase the daily boardings at the Wheeling station from 235 passenger boardings per day to 630 by the year 2008 and 660 by the year 2020. In addition, Metra projected ridership for the eventual full service on the NCS line or 52 trains per day. No funding is available to achieve this service level at this time; however, this level of service is noted in the CATS 2030 RTP. With full service, it is anticipated that boardings at the Wheeling station could reach as high as 920 passengers per day. Future commuter parking forecasts provided by Metra (see the *Wheeling Parking Forecast* table) show parking needs increasing to 550 spaces at full upgrade by 2020, more than the current available number of parking spaces.

Metra Existing & Projected Ridership

Station	Boarding Counts (a)				2001 – New Start (b)		Full Upgrade (c)
	1997	1998	1999	2002	2008	2020	2020
Wheeling	245	228	282	235	630	660	920

(a) - North Central Service from 1997 to present: 10 trains per day
(b) - 2001-New Start: Approximately 22 trains per day.
(c) - Full Upgrade: Approximately 52 trains per day. No funding is currently available to achieve this service level.

Wheeling Parking Forecast

2001-New Start (a)		Full Upgrade (b)
Year 2008	Year 2020	Year 2020
380 spaces	400 spaces	550 spaces

(a) - 2001 New Start: ~22 trains per weekday. Federal "New Start" grant was awarded in 2001; expected in-service 2006.
(b) - Full Upgrade: ~52 trains per weekday. No financial commitments made yet, but is in the CATS 2020 Regional Transportation Plan (RTP) and submitted for the CATS 2030 RTP.

TRANSPORTATION RECOMMENDATIONS IN THE COMPREHENSIVE PLAN

The Wheeling Comprehensive Plan recommends two new railroad crossings south of Dundee Road, including a below-grade crossing to serve the east/west portions of the Station Area (the development of these crossings will require discussions with the CN, ICC, and IDOT). It calls for bicycle and pedestrian paths to link the neighboring community to regional pathways such as the Regional Greenway Corridor Bicycle Path. The Plan suggests that bicycle parking be provided at the Metra station, Park District facilities, and other activity generators. It recommends that sidewalks be widened along major roadways to accommodate pedestrians and bicycles. Two new collector roadways are recommended south of Dundee Road connecting Wolf Road, Northgate Parkway, and Wheeling Road to provide an alternate east/west route.

EXISTING TRANSPORTATION ISSUES

The issues discussed below reflect current transportation and circulation issues and problems in the Study Area:

- **The at-grade railroad crossing on Dundee Road has a major impact on peak hour traffic conditions**. With the railroad crossing gates down for Metra commuter trains and freight trains, traffic on Dundee Road and the side streets queues considerably. Adjacent traffic signals have difficulty recovering after the gates open to adequately reduce vehicle stacking, thus creating a lasting impact on peak hour traffic conditions.

- **Multiple uncoordinated access drives and lack of internal cross access between neighboring parcels.** Numerous access drives serve the various developments along Dundee Road in an uncoordinated and individual manner. Access drives often serve a single property without cross-access connections between developments, especially on the south side of Dundee Road between Elmhurst Road and Wheeling Road. Some developments

maintain multiple access drives when one would adequately serve the site. Numerous uncoordinated access drives create multiple conflict points and impede traffic flow on Dundee Road.

- **Lack of left-turn lanes on Dundee Road between Elmhurst Road and Wheeling Road**. The absence of a center left-turn lane on Dundee Road between Elmhurst Road and Wheeling Road reduces traffic flow along Dundee Road as turning vehicles block thru lanes and makes access difficult to the adjacent commercial properties.

- **Peak hour traffic congestion**. Although intersections along Dundee Road experience peak hour traffic congestion, capacity analyses indicate that the intersections generally carry traffic at or below capacity. When significant congestion occurs, it is often created by railroad gate-crossing closures and the numerous turning movement conflict points along Dundee Road.

Existing Land Use

Existing land uses within the Study Area are shown in the *Existing Land Use* map on the following page. A description of the findings follows below:

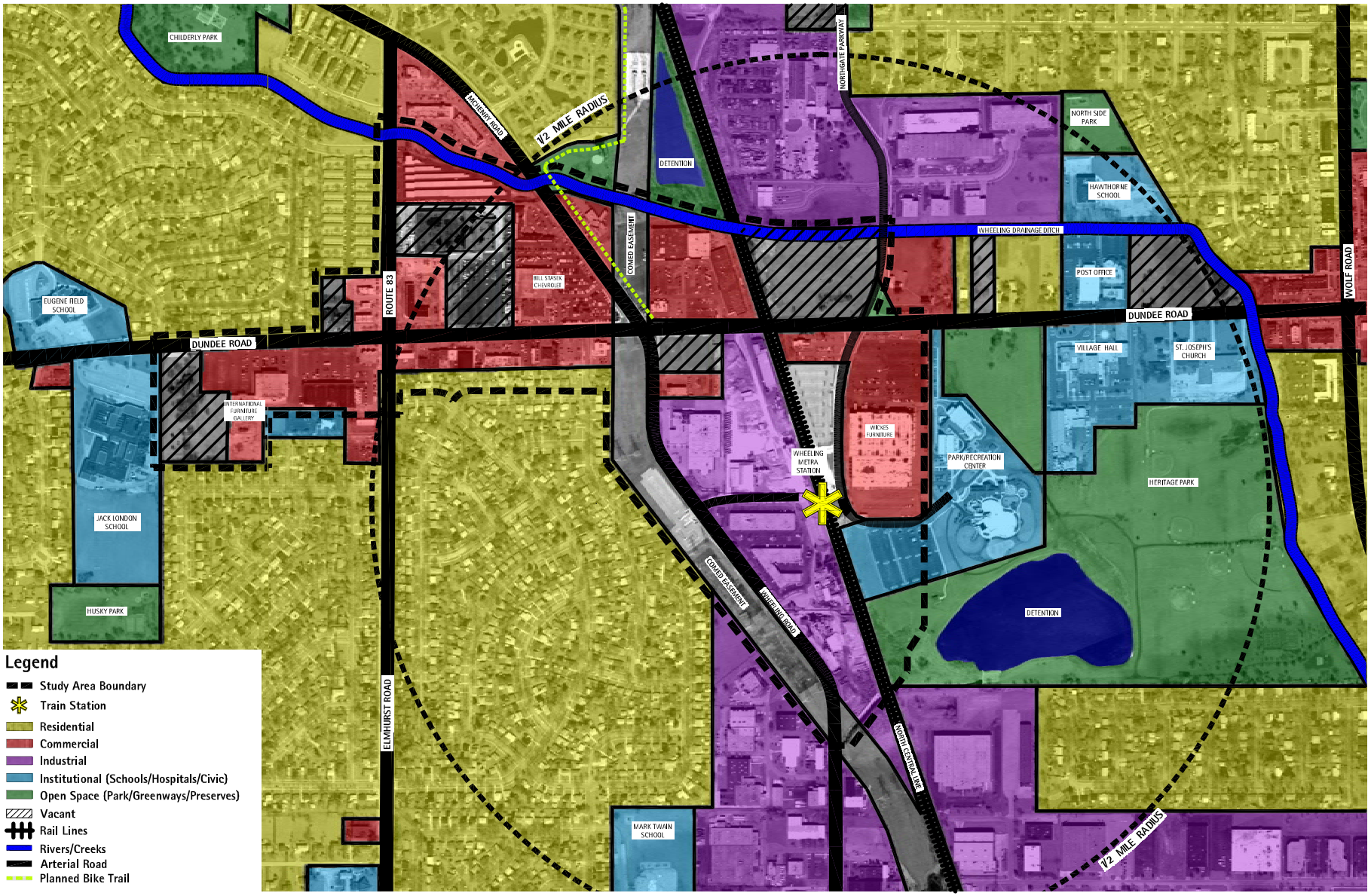
The Study Area includes a variety of uses, including outdated and vacant commercial strip centers along Dundee Road, heavy and light industrial uses near the station, and vacant land. The majority of the Study Area is located in a floodplain or floodway.

AREA AROUND METRA STATION

The portion of the Study Area surrounding the Metra Station (south of Dundee Road and east of Wheeling Road) includes mostly industrial uses to the west of the railroad tracks and retail or institutional uses to the east. The industrial area consists of a few larger industrial uses including a cement plant, and several small industrial buildings containing smaller businesses. The Metra Station and primary parking area are both located to the east of the railroad tracks (there is also an additional Metra parking on the west side of Wheeling Road). A Wickes furniture store and warehouse (part of which is being used by the Village for additional Village office space) and a fast food restaurant are also located east of the tracks, at the intersection of Dundee Road and Northgate Parkway. Wheeling Park District parking and open space are located just south of the Wickes store. The land within the Study Area north of Dundee Road between Northgate Parkway and the railroad tracks is vacant.

CENTRAL AREA

The area north of Dundee Road west of the railroad tracks and east of McHenry Road contains a small shopping center anchored by an independent grocery store. A ComEd right-of-way passes to the west of this shopping center and runs south parallel to Wheeling Road.



Village of Wheeling

Station Area Planning Study

Wheeling, Illinois

S. B. Friedman & Company

METRO TRANSPORTATION GROUP, INC.

LAKOTA

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Existing Land Use

Bill Stasek Chevrolet is located on the northwest corner of the intersection of McHenry Road/Wheeling Road and Dundee Road. Directly north of this dealership along McHenry Road is a car care center. A vacant former K-mart building and parking lot stand between the auto dealership and Route 83 (Elmhurst Road). Just north of the former K-mart site along Route 83 is a self-storage rental facility. At the northeast corner of Route 83 and Dundee Road is a small strip shopping center, and on the northwest corner are small retail uses such as a gas station and fast food restaurant.

WEST AREA

The portion of the Study Area running along the south side of Dundee Road from Wheeling Road and the ComEd right-of-way on the east to the Jack London School on the west contains a series of small strip shopping centers that include the International Furniture Gallery and an Ace Hardware store.

Analysis of Existing Ordinances & Documents

Lakota conducted a review of Village ordinances and studies that may impact future development in the Study Area. This review, along with Lakota's land use inventory, found that the parcels within the Study Area consist of a wide variety of uses and zoning districts. It is recommended that the area be rezoned to include only two or three districts. Since the majority of the Study Area is adjacent to Dundee Road, a consistent and uniform pattern of development is needed. The Station Area may need a separate zoning district or a large Planned Development designation, particularly if this area is expanded to include a more mixed use Town Center with commercial uses. A summary of the ordinances and documents review can be found in Appendix B.

3. Market Analysis & Development Program

S. B. Friedman & Company conducted a market assessment of the Study Area. This assessment evaluated the competitive position of the Study Area, its existing land use/business mix in relation to other areas in the local and sub-regional market, and socio-economic indicators to determine the potential future mix and amount of uses that can be supported by the market. Both residential and commercial uses were included in the analysis. A proposed development program was devised based on this market analysis.

This chapter highlights and summarizes the key findings of the market analysis, beginning with a summary of the proposed development program for the area. Following this summary is a definition and demographic overview of the market areas used in this analysis and a description of the market potential of residential and retail development. A detailed market analysis can be found in Appendix C.

Potential Development Program

The intent of the potential development program is to create a major new Town Center destination in the Wheeling Station Area through a mixed-use project, including commercial, retail, and residential uses. The residential program capitalizes on the increasing presence of empty-nesters in the local and sub-regional market. The commercial program attempts to create a "critical mass" of restaurant, retail, and convenience uses. The potential development program is based on an analysis of the Study Area's potential for residential and retail development, and its capacity to support development based on physical and transportation conditions.

Below is a summary of the potential development program for the site. More detailed descriptions of both the residential and retail components of the program follow.

Residential

Based on an analysis of the competitive market and estimated future demand, the potential exists for at least 125 residential units in the Study Area over the next five years. More units potentially could be developed over a longer period of time. Future development should be phased to parallel annual absorption rates, as shown below. The development program should include a mix of housing types, including townhomes, condominiums, and upscale rental units.

- 125 condominium/townhome units over 5 years
- 540 units over 15 years
- 720 units over 20 years
- 900 units over 25 years

Retail Space

Based on retail market analysis, there is the potential for up to 490,000 square feet of retail development in the Study Area, including the redevelopment of existing retail space. However,

the ability to attract significant new retail development is considerably dependent upon the creation of a critical mass of retail uses, including larger uses such as the redevelopment of the existing Wickes furniture store and a potential new big-box use on the vacant K-mart site. These larger retailers can attract shoppers into the Study Area as alternative to nearby shopping centers. Within in the Study Area, the potential exists for:

- Up to approximately 250,000 square feet of retail space, excluding a new big-box retail use on the vacant K-mart site

- Up to approximately 490,000 square feet of retail space, including the redevelopment of the vacant K-mart site into a new big-box retail use

Retail Types

Based on retail market analysis suggested retail types for the Study Area include:

- Home Improvement Center
- Furniture Store
- Apparel Stores
- Dine-in Restaurants
- Drugstore
- Home Furnishings Store
- Card/Gift/Art Store
- Hobby Store
- Ice Cream Parlor
- Dry Cleaners
- Video Store

Demographic Overview

PRIMARY AND SECONDARY MARKET AREAS

A Primary Market Area (PMA) and a Secondary Market Area (SMA) were defined for the purpose of collecting demographic data and competitive market information. The PMA is the geographic area from which the Study Area is likely to draw most if its market support. The SMA is contiguous to and generally surrounds the PMA, and represents an area from which, based on an assessment of local development patterns, the site could be expected to draw additional market support. The PMA for the Study Area is the Village of Wheeling itself, while the SMA includes the Villages of Buffalo Grove, Prospect Heights, Riverwoods, and the portion of Arlington Heights north of Camp McDonald Road (in some instances information for this portion of Arlington Heights was not available due to U.S. Census reporting geography, in which case the information for the entire village was used).

DEMOGRAPHIC TRENDS

Demographic data from the U.S. Census were obtained as well as estimates and projections of demographic trends from Claritas, a nationally recognized demographic data provider. Demographic profiles of both the Primary and Secondary Market Areas are shown in the *Demographic Data Table* and discussed below. A more detailed discussion of demographic trends can be found in Appendix C.

Population: From 1990 to 2000 the population of the Village of Wheeling (the PMA) grew at a moderate pace of 1.4% per year, from 29,900 in 1990 to 34,500 in the year 2000. The communities in the SMA grew at similar rates, about 1% per year aggregate, from 97,000 to 107,000. From 2000 to 2007 growth is projected to slow down in Wheeling (to only 1% per year) as well as the communities of the SMA (with an aggregate growth rate of only 0.3% per year).

Households: Household growth from 1990 to 2000 in both Wheeling and the SMA parallels population growth for the same period, indicating that average household size remained fairly constant over this period. The Village gained about 800 households between 1990 and 2000 (a compound annual growth rate of about 0.6% a year) and the SMA gained 4,300 households during that same period (a compound annual increase of about 1.2%). Average household size is expected to increase slightly from 2000 to 2007 for the Village of Wheeling from 2.6 to 2.7 and to decrease slightly for the SMA from 2.7 to 2.6.

Median Household Income: Median household income in Wheeling in 2000 was about $55,500. Median household income in the Village increased moderately from 1990 to 2000 at a rate of about 0.5% per year (compound annual growth rate), after adjusting for inflation. Median household incomes in the SMA followed the same pattern, increasing about 0.8% per year (compound annual growth rate), after adjusting for inflation. The median household income in 2000 for the SMA was $78,000.

Education & Occupation: According to Claritas data, in the Village of Wheeling about 31% of the population over 25 has a bachelor's degree or higher, compared to 42% in the SMA. The largest occupational group in Wheeling appears to be mid-level professional and technical employees. About 30% of the Village's population over 16 work in managerial/professional occupations, compared to 39% in the SMA, and about 40% work in technical/sales/administration occupations, compared to 39% in the SMA. Additionally, there is a significant presence of skilled labor and manufacturing employees; approximately 11% of the population 16 and over in Wheeling work in occupations categorized as Operators, Fabricators and Laborers, as compared to about 7% in the SMA.

Demographic Data Table

	Primary Market Area (Wheeling)	Secondary Market Area
Population		
Total Population 1990	29,911	97,029
Total Population 2000	34,496	107,084
% Annual Change in Population 1990-2000	1.44%	0.99%
Projected % Annual Change in Population 2000-07	0.98%	0.31%
Households		
Total Households 1990	12,468	35,789
Total Households 2000	13,280	40,106
% Annual Change in Total Households 1990-2000	0.63%	1.15%
Average HH Size 2000	2.57	2.65
Projected Average HH Size 2007	2.65	2.62
Median Household Income		
Median HH Income 1989	$39,848	$54,732
Median HH Income 1999	$55,491	$77,964
% Annual Change 1989-99 (Constant 2002 Dollars)	0.54%	0.77%
Households by Age of Householder		
Dominant Age Brackets 2002	25-34; 35-44; 45-54	35-44; 45-54
Fastest Growing Age Bracket 1990-2002	45-54	45-54; 75+
Projected Fastest Growing Age Bracket 2002-07	55-64	55-64
Occupation and Education - 2002		
% Working in Managerial/Professional Occupations (16 years+)	30%	39%
% Working in Technical/Sales/Admin. Support Occupations (16 years+)	40%	39%
% with Bachelor's Degree or Higher (25 years+)	31%	42%

Source: Claritas Inc., U.S. Census Bureau, *S. B. Friedman & Company*

Age: Household growth by age and income was analyzed for the Village of Wheeling and the SMA using Claritas data. According to Claritas data, the fastest growing age group from 1990 to 2002 was the 45-54 bracket, indicating that Wheeling and its surrounding communities have a growing population of households who are likely to become "empty-nesters" in the coming decade. During this same period, the 25-34 age bracket decreased significantly (3% per year in Wheeling and 4% annually in the SMA), signaling a decline in the population of young, working adults. Claritas projects the increase in older population groups to continue; the fastest growing age bracket from 2002 to 2007 is projected to be the 55-64 bracket.

Residential Development

S. B. Friedman & Company tested the market for for-sale residential development within the Study Area. The residential development program could potentially consist of multi-family condominiums, townhouses, or a combination of both types. The market conditions for rental apartments in the surrounding area were also surveyed. The following highlights and summarizes the key findings of the residential market analysis; a detailed market analysis can be found in Appendix C.

KEY DEMOGRAPHIC FINDINGS

Wheeling is projected to experience significant growth in the empty-nester population. Empty-nester households tend to be the primary buyers of condominium and townhouse units, the type of residential development typically found in a town center/TOD environment. Median housing prices tend to be lower in Wheeling than surrounding communities. These lower housing prices may draw first-time home buyers and young professionals who may not be able to afford the higher housing prices in the surrounding communities. While the Village has experienced a decline in the 25-34 year age group over the past decade, its housing stock may provide an opportunity to regain that segment of the population.

COMPETITIVE MARKET CONDITIONS

Overall, the analysis of existing housing conditions show that there is a strong market for townhomes and condominiums in the Village, indicating that Wheeling could be a likely market area for the SMA's pool of potential buyers. In addition, empty-nester sellers of upper-quartile price point detached homes may be potential buyers of condominium housing as they downsize to smaller, upscale attached units geared toward their needs. Multiple Listings Service (MLS) data suggest a potentially large pool of home sellers who could afford to purchase upscale attached units after selling their detached homes, but the Village may need to attract empty nesters from surrounding communities. This is further emphasized by the demographic data discussed previously that indicate a growing population of empty-nester households in the SMA.

Existing Housing: A survey of the Village's current housing stock indicates that Wheeling contains a strong base of owner-occupied attached housing units and building permit information shows that this base has grown significantly in the past few years.

Existing Home Sales: According to MLS data, 70% of the homes sold in Wheeling last year were attached units, a much higher proportion than in the SMA. These units sold more quickly on average in Wheeling than attached units in the SMA, suggesting that the market for attached units is stronger in Wheeling compared to the SMA. In the last year, 88% of detached units sold in the SMA cost over $250,000, indicating a potentially large pool of home sellers that might downsize to upscale condominiums and townhomes, many of whom, according to demographic data, are most likely empty-nesters. Wheeling's strong attached-unit market could pull in many of these potential empty-nester buyers from the SMA.

New & Active Development Market Conditions: Comparable condominium and townhome developments in Wheeling and several nearby communities were surveyed (see table below). On average, active units sold at a relatively rapid rate of about 3 units per month. Active developments in Wheeling have experienced absorption rates and sale prices generally in line with the overall competitive market indicating that the pricing seen in other comparable area condominium developments can be supported in the local market.

Summary of Active Condominium & Townhome Developments

	Condominiums	Townhomes
Avg. Price Per Unit	$295,000	$355,000
Avg. Units Per Development	97	87
Avg. Monthly Absorption	3.0	3.4
Avg. Yearly Sales	36	40
High Price Per Sq. Ft.	$250	$190
Low Price Per Sq. Ft.	$160	$160
Avg. Price Per Sq. Ft.	$190	$170
Typical No. of Floors, (Condos only)	3 to 5	n/a
Source: *S. B. Friedman & Company*		

Rental Market Conditions: A survey of competitive upscale complexes in the area showed low vacancy rates (about 3%) and high rental rates, indicating that it is likely a sufficient amount of demand exists to support high-end rental apartments in the Study Area.

POTENTIAL RESIDENTIAL DEVELOPMENT PROGRAM

Based on the findings of the analysis of the competitive market, the potential exists for at least 125 residential units in the Study Area over the next three to five years, and potentially more units over a longer time period. In addition to the existing developments in Wheeling and its surrounding areas included in our analysis, the first phase of a new 300-unit condominium development located on North Wolf Road within the Village is currently under construction. This development could saturate the market in the intermediate term. Phasing future development to parallel annual absorption rates, a total of 540 units potentially could be developed over 15 years; 720 units in 20 years; and up to 900 units over a 25-year period.

Multiple product types should be offered in order to draw from as wide a spectrum of potential buyers as possible; both multi-family condominiums and attached town homes should be considered. Residential development in the Study Area should be balanced with other potential residential development in Wheeling to promote a diversity of home styles and to make sure that the market is not being over saturated. Although it is anticipated that rental housing will not be a large component in the project, high-end rental may be considered as a potential part of the development program and take the place of some for-sale units, particularly as a way to attract to the area young, single professional households who are not yet in a position to purchase a home.

Retail Development

The potential for retail and service uses in the Study Area site was assessed by examining the existing commercial mix, considering competitive retail market conditions in Wheeling and the SMA, and analyzing the sales potential in the Village and SMA and the amount that could be captured by developments in the Study Area. The following highlights and summarizes the key findings of the retail market analysis; a detailed market analysis can be found in Appendix C.

KEY DEMOGRAPHIC FINDINGS & SITE CHARACTERISTICS

Population growth over the past decade has been comparable to that of surrounding communities, and already has outpaced 2020 projections in real numbers. The competitive position of Wheeling as a major regional or sub-regional retail destination appears to be limited because of several factors, including the physical barrier of the forest preserve and I-294 to the east. In addition, heavy concentrations of retail surround the Study Area and intercept potential customers. High traffic volume along Dundee Road (about 38,000 cars per day) provides an additional source of demand for area retailers, but such heavy traffic will make it difficult to create a pedestrian environment along Dundee Road and will worsen vehicular traffic flow and circulation within the Study Area unless improvements are made.

Upon initial review, it appears that the Study Area will primarily function as a neighborhood- and community-level shopping destination, with a possibility for a Town Center redevelopment around the train station, particularly if the Village develops a strong residential base in the Station Area. However, if the K-mart is redeveloped into a home center and the Wickes site is redeveloped with one or more furniture stores, the area may have enough critical mass and the potential to function as a sub-regional shopping destination, drawing from a larger market area than a typical neighborhood- or community-level center. The market potential of a home center combined with the existing market draw of Wickes Furniture, International Furniture Gallery, and an additional furniture store, has the potential to attract other larger, possibly related retail uses (such as a home furnishings store) to the area.

COMPETITIVE BUSINESS INVENTORY

S. B. Friedman & Company inventoried competitive retail destinations in the local and sub-regional market. An inventory of area shopping centers is displayed on the *Competitive Retail Inventory* map and shown in the *Competitive Retail Inventory* table found on the following pages. The inventory found that most shopping areas in Wheeling are convenience-oriented neighborhood shopping centers concentrated primarily along Dundee Road within the Study Area and then continuing east to Milwaukee Avenue. Neighborhood shopping includes goods and services such as groceries, drug store items, and dry cleaning. The nearest community-oriented centers, which usually have big-box anchors and offer bigger ticket items such as electronics, apparel, and home furnishings, are mostly found along Lake Cook Road to the north in Buffalo Grove. The following summarizes key shopping destinations in the area:

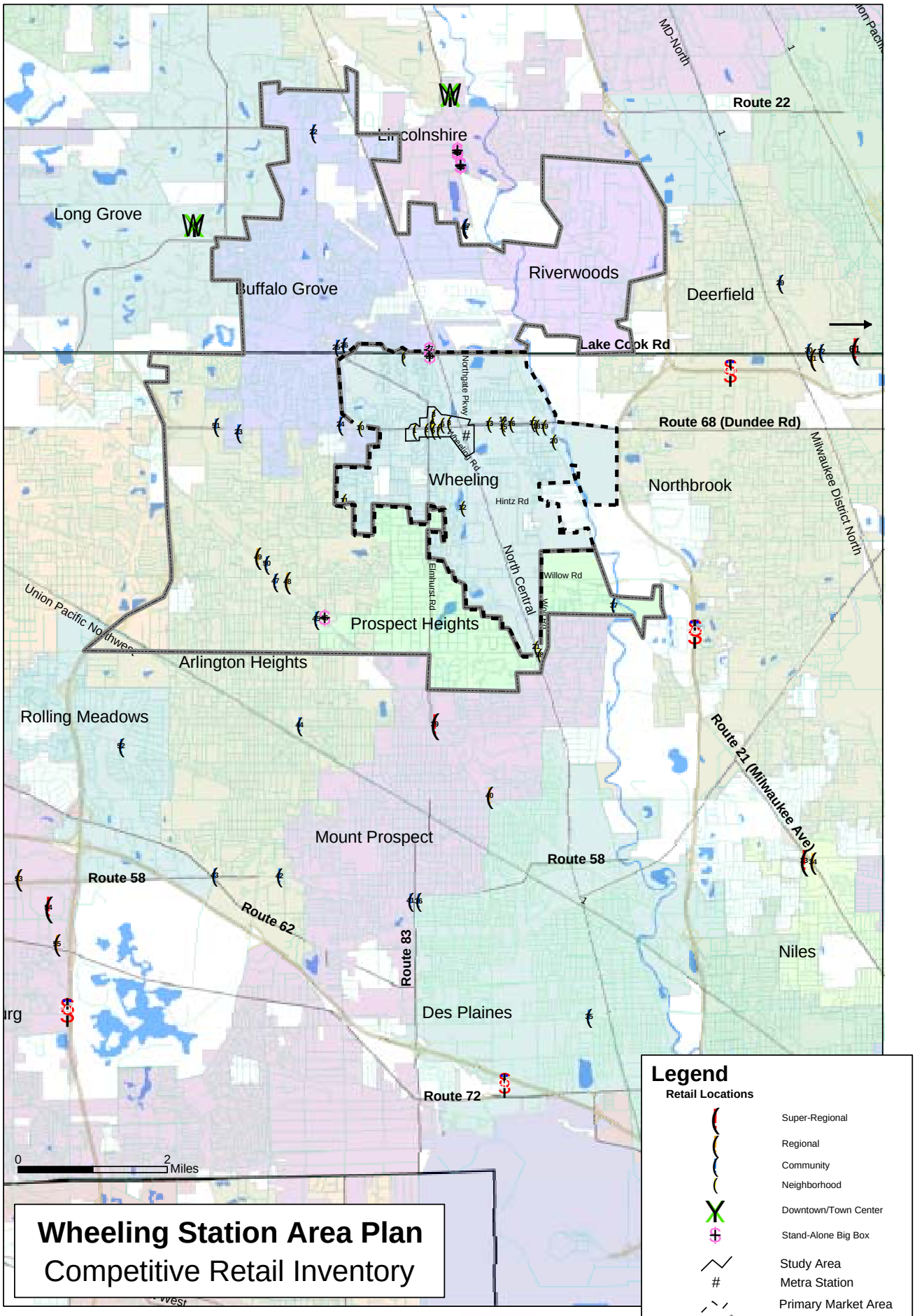
Wheeling Station Area Plan
COMPETITIVE RETAIL INVENTORY

Map No.	Development Name	Location	Community	Type	# of Tenants	Total GLA	Rent Range	Average Rent	Occupancy Rate*		Anchors/Key Tenants
1	Dundee Plaza	889-903 W Dundee Rd	Wheeling	N	3	60,000	$3-15	$9	100%		Aldi Food Store, Amazing Savings Warehouse Outlet, iF Gallery
2	Dunhurst Plaza	831-865 W Dundee Rd	Wheeling	N	10	40,000	$3-15	$9	100%		Original Granny's Restaurant, Housewalk Furniture, Sherwin Williams
3	Creekside Plaza	200-300 McHenry Rd	Wheeling	N	15	31,460			100%		Just Like Home Maytag Laundry, White Hen Pantry, Traci's Treasures
4	Dundee Elmhurst Plaza	Elmhurst Rd & W Dundee Rd	Wheeling	N	12	15,000	$20(gross)	$20	100%		Herbs Vitamins & Teas, Greater Chicago Chiropracic
5	Ace Hardware/B&L Liquor	755-773 W. Dundee Rd	Wheeling	N	7	23,000			88%	*	Ace Hardware, B&L Liquors
6	Wheeling Car Care Center	84-120 McHenry Rd	Wheeling	N	7	20,535	$16 (gross)	$16	88%	*	Jiffy Lube, Merlins Muffler & Brake Shop, Sparks Computerized Car Care, Gator Transmissions, Glass America, Dent Busters Autobody
7	Gaslight Shopping Center	729-751 W Dundee Rd	Wheeling	N	9	11,250			100%		Wheeling Donuts, Jackson Hewitt, Shital Grocery & Video
8	Lynn Plaza	524-600 W Dundee Rd	Wheeling	N	15	93,550	$10-20	$15	88%	*	Jimenez Foods, Blockbuster, Payless, Radio Shack, Mark Drug Medical Supply
9	Lexington Commons	1041-1083 Lake Cook Rd	Wheeling	N	13	27,058	$11	$11	100%		White Hen Pantry, Subway, Comprehensive Women's Center
10	Arlington Club Commons	1-45 Huntington Lane	Wheeling	N	13	43,400	$14	$14	93%	*	Venture Hobby, Victory Beauty Supply
11	Garden Fresh Plaza	1750-1794 W Hintz Rd	Wheeling	N	12	46,000	$16	$16	86%	*	Garden Fresh Market
12	First Colonial Commons	800-860 Wheeling Rd	Wheeling	N	9	19,650	$10	$10	90%	*	Express Food Mart
13	Wolf Plaza	26-48 W Dundee Rd	Wheeling	N	7	9,600			100%		Super Mercado Nuevo Mexico #2
14	Center Plaza	8-20 W Dundee Rd & 50-56 Wolf Rd	Wheeling	N	8	14,750			89%	*	Subway, Center Plaza Video, A-1 Liquors
15	White Hen Shopping Center	11-35 Dundee Rd	Wheeling	N	6	8,700			100%		White Hen Pantry
16	Domas Shopping Center	82-106 E Dundee Rd	Wheeling	N	7	17,000			100%		NAPA Auto Parts
17	One Milwaukee Place	250-300 E Dundee & 10 & 150 Milwaukee Ave	Wheeling	N	6	30,436	$25-29	$27	100%		Walgreens, Benihana
18	Fresh Farms International Market	267-315 Dundee Rd	Wheeling	N	10	34,228			100%		Fresh Farms
19	Riverside Plaza	71-83 Milwaukee Ave & 321-481 E Dundee Rd	Wheeling	N	15	64,652			79%	*	Verlo Mattress, Edwardo's Restaurant, Athletico Rehabilitation Performance
20	Skokie TV Shopping Center	141-149 S Milwaukee Ave	Wheeling	N	3	14,880			100%		Skokie TV Service, North Shore Battery Corp., Floor Source
21	Wolf Point	1902-1990 S Wolf Rd	Wheeling	N	7	34,000	$9-12.50	$10.75	78%	*	Carniceria La Rosita, La Baguette Bakery
22	Woodland Commons	NEC Rt 22 & Buffalo Grove	Buffalo Grove	C-G	41	170,708	$16	$16	95%		Dominick's Finer Foods, Blockbuster Video
23	Plaza Verde	SWC Arlington Heights & Dundee Rd	Buffalo Grove	C		125,000			86%	*	Walgreens, Famous Footwear
24	Plaza at Buffalo Grove	NWC Dundee Rd & Buffalo Grove	Buffalo Grove	C-G		100,000			97%	*	Dominick's Finer Foods, Blockbuster, Kinko's Copies
25	Buffalo Grove Town Center	NWC Lake Cook Rd & Rt 83	Buffalo Grove	C	37	132,909	$13	$13	91%		Binny's Beverage Depot, Buffalo Grove Theatres
26	The Grove Shopping Center	NEC Rt 83 & Lake Cook Rd	Buffalo Grove	C-G	23	117,367			91%	*	Blockbuster Video, Jewel/Osco, Starbucks Coffee
27	Target	1400 W Lake Cook Rd	Wheeling	SA	2				100%		Target Greatland
28	Wal-Mart/Sam's	1455 Lake Cook Rd	Wheeling	SA	3				100%		Wal-Mart, Sam's, McDonald's
29	Deerfield Square	SWC Waukegan & Deerfield Rd	Deerfield	C-G	25	200,000					Barnes & Nobles, Walgreens, Whole Foods Market, Ann Taylor, Bath & Body Works
30	Deerfield Shopping Center	600 Lake Cook Rd	Deerfield	C	4	114,000			100%		Home Depot, Bennigan's, Macaroni Grill, Zippy's
31	Deerbrook Mall	SWC Waukegan & Lake Cook Rd	Deerfield	R	44	561,000			95%		Bed Bath & Beyond, Best Buy, OfficeMax, Sportsmart, TJ Maxx, Jewel/Osco, Applebee's Grill & Bar, Bally's Total Fitness, Blockbuster
32	Lake Cook Plaza	Lake Cook Rd & Waukegan Rd	Deerfield	C	17	152,619			90%		Chili's, Franks, Multiplex Fitness
33	Golf Mill Shopping Center	Milwaukee Av & Golf Rd	Niles	SR	120	931,377			91%		Circuit City, JC Penney, Kohl's, Sears, Shop 'N Save Supermarket, Target
34	Four Flaggs Shopping Center	SWC Golf Rd & Milwaukee Ave	Niles	R	25	364,274			76%		Homemakers, Jewel/Osco, Jo-Ann Fabrics, Office Depot, REI (Recreational Equipment Inc.), Wickes Furniture
35	The Oaks Shopping Center	NEC Lee St & Oakton St	Des Plaines	C-G	29	135,080			87%		Dominick's Finer Foods, Blockbuster Video, Radio Shack
36	Market Place	SEC Golf Rd & SR 83	Des Plaines	C-G	21	155,152	$16-17	$16.50			Big Lots, Binny's Beverage Depot, Blockbuster Video
37	Palwaukee Plaza	604-698 Milwaukee	Prospect Heights	C	45	118,735					Irv's Menswear, Dollar General, White Hen Pantry, Denny's, Herraras Grocery
38	Ascot Center	SEC Wolf Rd & Camp McDonald Rd	Prospect Heights	N							Prospect Heights Donuts, Ollie's Pizza, Irys House of Flowers
39	Randhurst	NEC N Elmhurst & Rand Rd	Mt. Prospect	SR-G	147	1,404,000					AMC Theater, Bath & Body Works, Borders Books, Carson Pirie Scott, Circuit City, Home Depot, Kohl's, Old Navy, Osco, Waldenbooks
40	Mount Prospect Plaza	E. Central Rd & Rand Rd.	Mt. Prospect	R-G	34	428,626	$11-23	$17	88%	*	Dominick's Finer Foods, Marshalls, Michaels, Petco, Sears, TJ Maxx, Wal-Mart, Blockbuster Video, Party City
41	Golf Plaza II	SWC Elmhurst & Golf Rd	Mt. Prospect	C-G	18	161,478	$16	$16	73%		Dominick's Finer Foods, Walgreens
42	International Plaza	Golf Rd between Arlington Heights Rd & Goebbert	Arlington Heights	C		162,800			60%		Blockbuster Video, Cosmetic Center, Pier 1 Imports, Powerhouse Gym, Eileen Fisher, Tuesday Morning
43	Survey Ridge Shopping Center	NWC Golf Rd & Algonquin Rd	Arlington Heights	C	17	170,000			100%		Foster Bank, Golf Mart, National Tire & Battery, State Farm Insurance
44	Arlington Market Shopping Center	NWC Dryden & Kensington	Arlington Heights	C		156,216			68%	*	Bowen Ace Hardware, Walgreens, Subway, Unicorn Hallmark Cards
45	Prospect Crossing	SWC Rand Rd & Old Willow Rd	Arlington Heights	C-G		177,000	$12.50-	$13.50	91%		Dominick's Finer Foods, Pedian Rug, Dairy Queen, Weight Watchers, Women's Workout World
46	Target	Rand Rd & Willow Rd	Arlington Heights	SA	1				100%		Target
47	The Annex of Arlington	SWC Rand Rd & Arlington Heights Rs	Arlington Heights	C		220,238			96%	*	Barnes & Nobles, Hallmark, Trader Joe's, Pier 1 Imports, H&R Block, Lone Star, Jo-Ann Fabrics, Pets Mart, Bo Rics
48	Town and Country Center	SEC Arlington Heights Rd & E Palatine Rd	Arlington Heights	R-G	13	343,602	$11-17	$14	80%	*	Best Buy, Dominick's Finer Foods, Marshalls, Gap, Harris Bank, Walgreens
49	Arlington Plaza	NWC Arlington Heights Rd & Rand Rd	Arlington Heights	R	23	300,000			73%	*	Baby Depot, Burlington Coat Factory, Frank's Nursery & Crafts, Hancock Fabrics, Harlem Furniture, Toys 'R Us, Long John Silver's, Wendy's
50	North Point Shopping Center	NEC Rand Rd & Arlington Heights Rd	Arlington Heights	C-G	37	279,054	$10-15	$12.50	97%		Jewel/Osco, Kids 'R' Us, Office Depot, Party City, Shoe Carnival, Bank One, Men's Wearhouse, Wolf Camera, Logan Farms Honey Baked Hams, Helzbergs's Diamond Shop, Chipotle, Corner Bakery
51	Ridge Plaza	NWC Dundee & Ridge Ave	Arlington Heights	C	26	176,728			92%		Kohl's, Quill's Office Furniture, Bang & Olufsen Stereo & Electronics, Coldwell Banker, Modern Tuxedo

Map No.	Development Name	Location	Community	Type	# of Tenants	Total GLA	Rent Range	Average Rent	Occupancy Rate*	Anchors/Key Tenants
52	Rolling Meadows Shopping Center	SEC Kirchoff & Meadow	Rolling Meadows	C- G		134,000	$14-16	$15	95%	Jewel/Osco, Sears Hardware, Blockbuster Video
53	Woodfield Village Green	NEC Golf & Meacham Rds	Schaumburg	R	31	666,920				Borders, Circuit City, Costco, Expo, Marshalls, Nordstrom Rack, Office Max, Sports Authority
54	Woodfield Mall	Woodfield Dr SW of I-90 & Ill 53	Schaumburg	SR	232	2,227,000				JCPenney, Lord & Taylor, Marshall Fields, Nordstrom, Sears
55	Streets of Woodfield	NWC Rt 53 & Rt 72	Schaumburg	R	16	625,000	$10-60	$35		Carson Pirie Scott, Galyan's, Gameworks, Loews Theaters
56	Downtown Long Grove	Rtes 22 and 53	Long Grove	DT						Specialty Retail
57	City Park of Lincolnshire	SWC Rt 21 & Aptakisic Rd	Lincolnshire	C	5	140,000			50%	Regal Cinemas, 3-D IMAX
58	Toms-Price Home Furnishings	400 Jamestown Ln	Lincolnshire	SA	1	55,000				Toms-Price Home Furnishings
59	Thomasville Furniture	325 Jamestown Ln	Lincolnshire	SA	1	25,000				Thomasville Furniture
60	Lincolnshire Village Green	NEC Milwaukee Ave & Olde Half Day Rd	Lincolnshire	DT	25	150,000	$20	$20	90%	Egg Harbour Café, Flatlanders, Cucina Roma, Einstein Bagels
61	Northbrook Court Shopping Center	2171 Northbrook Ct	Northbook	SR	125	982,990			94%	AMC Theaters, Land of Nod, Lord & Taylor, Marshall Fields, Neiman Marcus
Average					**27**	**232,554**		**$16**	**91%**	

*Occupancy rates with an asterisk denote observed occupancy rate from field work. All other occupancy rates are from the 2003 Shopping Center Directory.

Shopping Center Types: N = Neighborhood; C = Community; R = Regional; SR = Super Regional; G = Grocery-Anchored; SA = Stand Alone
Sources: 2003 Shopping Center Directory, Village of Wheeling Shopping Center Guide, and *S. B. Friedman & Company*



Wheeling Station Area Plan
Competitive Retail Inventory

S. B. Friedman & Company Real Estate Advisors and Development Consultants

LAKOTA THE LAKOTA GROUP, INC.

METRO

Lake Cook Road Corridor – Several stand-alone big-box businesses, including Target, Wal-Mart, and Sam's Club, are located on the portion of Lake Cook Road that runs between Buffalo Grove and Wheeling. Additionally, two shopping centers, anchored by Jewel and Dominicks are located in this area. Farther to the east is the Northbrook Court Shopping Center, a super-regional shopping area.

Rand Road Corridor in Arlington Heights – This corridor is a major shopping area that includes two regional-level shopping centers. In addition to most major supermarkets and big-box retail stores, this area includes many more specialized businesses such as Trader Joe's, Pier One Imports, and Barnes & Noble.

Randhurst Mall – This is the nearest super-regional mall to the Study Area and includes a Carson Pirie Scott, Old Navy, and Circuit City.

PRESENCE/ABSENCE ANALYSIS

S. B. Friedman & Company compared the retail uses in the Study Area to several destination downtowns in suburban Chicago, as shown in the *Downtown Ground Floor Business Inventory* table below. Though the Study Area does not currently function as a "downtown" area, the suburban downtowns surveyed were used as a point of comparison because they have the atmosphere, retail mix and inventory, and key anchors that would be desirable for the type of Town Center development envisioned for the Study Area. In general, the Study Area has proportionally fewer retail uses, dining establishments, and professional and personal services than most suburban downtowns. Analysis using more specific ground floor use categories showed that, in comparison to suburban downtown areas, the Study Area contains few apparel, home furnishings, antiques, cards/gifts/stationery, and hobby stores. There also is a notable absence of "bar and grill" establishments. The lower proportions in these uses at least can be partly attributed to the significantly high percentage of industrial and warehouse uses in the Study Area, uses which are almost entirely absent in the destination downtowns surveyed.

Downtown Ground Floor Business Inventory-Summary by General Use

	OTHER DOWNTOWNS		WHEELING STATION AREA	
Ground Floor Business Categories	Avg # of Ground Floor Businesses	% of Total	# of Ground Floor Businesses	% of Total
AUTO-ORIENTED USES/SERVICES	2.5	1.8%	11	8.9%
BARS AND RESTAURANTS	17.0	12.1%	12	9.7%
CULTURAL/INSTITUTIONAL	3.0	2.1%	1	0.8%
ENTERTAINMENT/RECREATION	1.8	1.3%	2	1.6%
FOOD AND LIQUOR STORES	5.0	3.6%	11	8.9%
HOTEL/MOTEL	0.2	0.1%	0	0.0%
INDUSTRIAL/WAREHOUSE	0.2	0.2%	29	23.4%
OFFICE SPACE	3.5	2.5%	0	0.0%
OTHER USES	7.1	5.0%	0	0.0%
PERSONAL/HOUSEHOLD SERVICES	27.6	19.6%	18	14.5%
PROFESSIONAL/FINANCIAL SERVICES	20.7	14.7%	12	9.7%
PUBLIC	3.8	2.7%	1	0.8%
RETAIL	42.1	29.9%	23	18.5%
VACANT STOREFRONT	6.2	4.4%	4	3.2%
TOTAL	**140.6**	**100%**	**124.0**	**100%**

Source: *S. B. Friedman & Company*

Because the Study Area includes several shopping centers, retail uses in the Study Area were compared to the most common tenants and anchors found in neighborhood- and community-level shopping centers (as reported by the *Dollars & Cents of Shopping Centers: 2002* published by the Urban Land Institute). This analysis revealed that some of the common shopping center tenants and anchors currently absent from the Study Area include women's clothing stores, family clothing stores, card and gift shops, and drugstores/pharmacies.

RETAIL DEMAND ANALYSIS

The amount of retail spending from the two market areas that could be captured by development in the Study Area was estimated through a saturation and capture analysis (a detailed discussion of the methodology used in a saturation and capture analysis can be found in Appendix C). Based on the results of the presence/absence analyses discussed earlier, the feasibility of the following uses was tested: drugstores, general apparel stores, home furnishing stores, and dine-in restaurants. Additionally, a furniture store was also tested, since the current presence of three furniture stores in the Study Area could provide opportunities for comparison shopping, making this area a recognized destination for furniture shopping.

The results of the analysis reveal moderate to low sales support for the tested uses and highlight the fact that the retail development in the Study Area will have to compete effectively in the marketplace to draw sufficient sales support. The key challenge is to create the sort of environment that will convince two or three anchor retailers to locate in the Study Area. One means of accomplishing this is to create a critical mass of one type of use, such as a furniture store, which promotes comparison shopping and attracts shoppers who may have to make an

extra effort to visit the Study Area rather than shop at a nearby shopping center. These anchors in turn will attract desirable supporting uses (such as a home furnishings store locating near a furniture store). Additionally, capitalizing on other uses in the Study Area that attract visitors to the area, such as the Metra station and the recreation center, may also increase the sales potential of retail development in the Study Area. Examples of this strategy include a breakfast restaurant that serves commuters using the Metra station or an ice cream parlor to serve visitors to the recreation center.

POTENTIAL RETAIL DEVELOPMENT PROGRAM

Based on the retail market assessment, a potential retail development program for the Study Area was created, as shown in the *Potential Retail Program* table on the following page. Including the existing Wickes store (planned for redevelopment) and a potential new home center on the K-mart site, the retail program consists of approximately **170,000 to 490,000 square feet** of new retail space. The actual size and type of uses will be dependent on the selling formats of both local and chain retailers, and the actual tenant mix. The amount of commercial square footage developable on the site also depends on the layout of the site plan for the area, as discussed later in more detail.

The development program is designed to offer a retail mix that includes elements that would appeal to a variety of different area shopper segments. The goal is to have potential development in the Study Area be able to serve as many different market niches as possible, and also to complement existing businesses. Combining convenience-oriented stores with specialty shops could allow shoppers to complete several errands in one visit. Several specialty stores are included in the program, including women's apparel, a shoe store, a hobby store, and cards/gifts/art store. In addition, a home furnishings and accessories store is included as a complementary use to the existing furniture stores. The program includes retail uses that serve the needs of Metra commuters and potential Study Area residents, as well as other local residents. Such uses include breakfast places, a dry cleaners, a video store, and a drug store. Additionally, several uses were included that enhance the area's current entertainment uses, especially the Community Recreation Center. These include an ice cream parlor, a family restaurant, and a bar and grill establishment.

Because the Village has been approached about the possibility of using the vacant K-mart site as a "home center," it is included in the development program as the proposed use for this site. In addition, a developer is interested in redeveloping the Wickes site to include a smaller, redeveloped Wickes retail store that would take the place of the current warehouse/showroom as well as other retail and residential uses. A general apparel store could serve as another anchor for a possible Town Center redevelopment around the Metra station.

Wheeling Station Area Program
POTENTIAL RETAIL PROGRAM

Category/Store Type	Representative Retailers	Potential New Store Size (Sq. Ft.)* Low	Mid	High	# of Existing Stores	Target # of New Stores	Total # of Stores	Total Potential New Square Feet Low	Mid	High
HOME CENTER	Home Depot, Menards, Lowe's	100,000	150,000	200,000	0	1	1	100,000	150,000	200,000
FURNITURE	Wickes (existing - proposed to build new store along Dundee)	35,000	35,000	35,000	1	1	1	35,000	35,000	35,000
	Additional Store (ex. Harlem Furniture, Ethan Allen, Walter Smithe)	2,400	21,200	40,000	2	1	3	2,400	21,200	40,000
HOUSEWARES/HOME DECOR										
Home Furnishings	Pier One Imports, Pottery Barn, Williams Sonoma	1,800	20,900	40,000	1	1	2	1,800	20,900	40,000
APPAREL/SHOES/ACCESSORIES										
General Apparel	Gap, Old Navy, Banana Republic, Eddie Bauer	2,200	14,200	26,200	0	2	2	4,400	28,400	52,400
Women's Apparel	Ann Taylor, Chicos, Talbots	1,000	4,900	8,800	0	2	2	2,000	9,800	17,600
BARS & RESTAURANTS		2,100	6,050	10,000	6	2	8	4,200	12,100	20,000
Family/Sit-Down/Themed	Rosebud, Mongolian BBQ, Corner Bakery, Wildfire, Flat Top Grill, Panera									
Breakfast Place	Egg Harbor, Blueberry Hill, Pancake House, Egglectic Cafe									
Bar and Grill	TGIFridays, Bennigans, Chili's									
DRUG STORE/PHARMACY	CVS, Walgreens	7,500	19,850	32,200	0	1	1	7,500	19,850	32,200
CARDS/GIFTS/ART/GALLERIES	Hallmark	1,500	5,550	9,600	0	2	2	3,000	11,100	19,200
SHOE STORE	Carousel Shoes, Famous Footwear	1,900	4,450	7,000	1	1	2	1,900	4,450	7,000
HOBBY STORES	Zany Brainy, Learning Express	1,600	6,800	12,000	1	1	2	1,600	6,800	12,000
ICE CREAM PARLOR	Baskin Robbins, Ben & Jerry's, Oberweiss	600	1,150	1,700	0	1	1	600	1,150	1,700
DRY CLEANERS		1,000	1,800	2,600	3	1	4	1,000	1,800	2,600
VIDEO STORE	Blockbuster, Hollywood Video	3,300	5,400	7,500	2	1	3	3,300	5,400	7,500
SUBTOTAL (excluding Wickes and Home Center)					**16**	**16**	**32**	**33,700**	**142,950**	**252,200**
SUBTOTAL (including Wickes, but excluding Home Center)					**17**	**17**	**33**	**68,700**	**177,950**	**287,200**
TOTAL (including Home Center)					**17**	**18**	**34**	**168,700**	**327,950**	**487,200**

*Typical square foot ranges according to Tenant Search, *Dollars & Cents of Shopping Centers: 2002 (ULI), and The Shopping Center Directory (2003).*
Source: *Tenant Search, Dollars & Cents of Shopping Centers: 2002 (ULI), The Shopping Center Directory (NRB) and S.B. Friedman & Company.*

4. Development Constraints & Opportunities

Based on a synthesis of the physical, land use, transportation, and market analyses and community input, development constraints and opportunities were identified for the Study Area. Specific sites with potential for development, redevelopment, or improvements were identified and used to help develop the concept plan for the Study Area, as described in Chapter 6.

STUDY AREA GENERAL CONSTRAINTS & OPPORTUNITIES

The following is a summary of the constraints and opportunities that affect the redevelopment of the overall Study Area.

Constraints

There are several issues and challenges that must be addressed in planning for future development in the area.

Land Use Issues. Floodway and Floodplain cover most of the Study Area. A large ComEd right-of-way, which includes large overhead towers, creates a north-south barrier through the area. Industrial sites adjacent to the Metra station limit retail and residential opportunities. Narrow lot depths on the south side of Dundee Road, between Elmhurst Road and Wheeling Road also limit retail potential.

Transportation/Circulation Issues. There are several congested intersections on Dundee Road (at Wheeling Road, CN tracks, and Northgate Parkway) causing considerable vehicle queues eastbound in the morning and westbound in the evening peak hours, limiting access to and from adjacent properties, and encouraging motorists to find alternate routes. There is limited ability to widen Dundee Road because of lack of available additional right-of-way. The at-grade railroad crossing on Dundee Road disrupts traffic along Dundee Road during morning and evening peak hours, limits access to property at the southeast corner of Dundee and Wheeling due to the available distance for vehicle stacking, and restricts access between the east and west sides of the railroad tracks. The rail crossing and the Wheeling Road intersection on Dundee are only approximately 675 feet apart. There is a lack of roadway access to property south of Dundee Road and east of the railroad. There is limited pedestrian and vehicular access to the Metra station and the Park District complex from residential areas to the south and west.

Retail/Residential Market Issues. The Village has no "downtown" shopping area. Empty or underutilized big-box retailers are taking up disproportionate space compared to their customer base. Commercial lots are small and many retail uses need modernization and improvement. The mix of stores is not optimal and there is a lack of entertainment uses in the area. There is a lack of continuity between retail and industrial uses and inadequate separation of residential and retail uses south of Dundee Road between Wheeling Road and Route 83.

Opportunities

The Study Area offers several unique opportunities that could positively affect future development. These opportunities are summarized below.

Land Use Opportunities. A concentration of activity generators is located near the Metra station, including Village Hall, the Park District facilities, a post office, and several schools and parks. There exists a potential opportunity for a mixed-use Town Center development around the Metra station linking the train station, commercial uses, and civic uses.

Transportation/Circulation Opportunities. Metra's upcoming improved train service will increase commuter usage of the area. The parking available at Metra lots offers shared parking opportunities with potential future development around the station as commuter parking and station area development parking demands often occur at different times. Potential extension of Northgate Parkway to industrial uses south of Park District facilities would provide additional access to and from the Metra Station and new development around the station. Underutilized parking at existing retail centers along Dundee Road could provide additional property for future development and shared parking opportunities. An east/west roadway connection to the Station Area south of Dundee Road could be provided. The IDOT Regional Greenway Corridor Bicycle Path and Wheeling Drainage Ditch Pathway can be integrated into new development within the Station Area.

Retail/Residential Market Opportunities. Significant demand exists for condominiums and townhouses in the area. There are also possible opportunities for retail uses to supplement or fill gaps in a strong TOD and community-level retail environment.

SITE-SPECIFIC OPPORTUNITIES

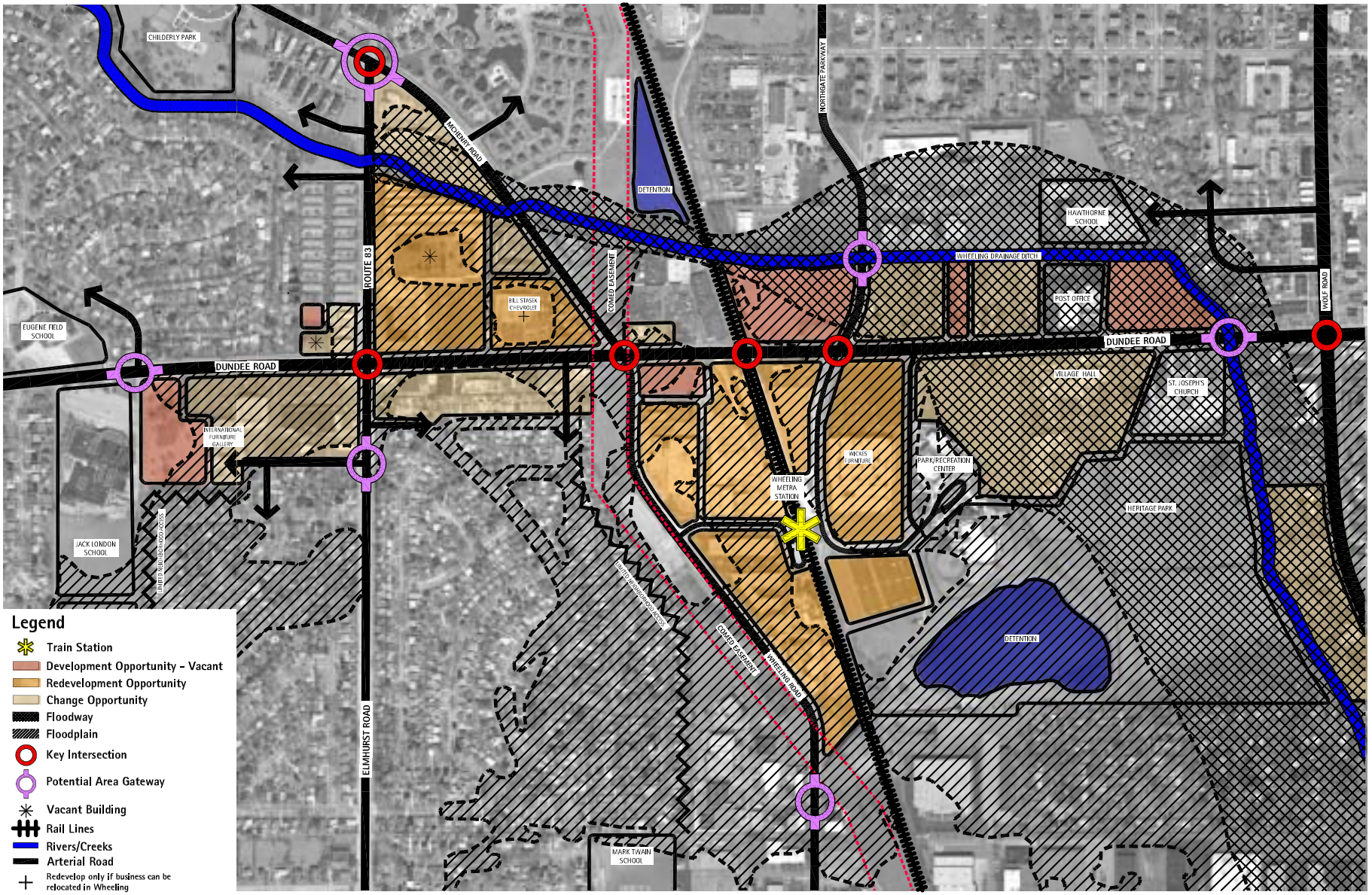
The Consultant Team identified several underused/vacant sites as having potential for development or redevelopment. Other sites were identified as providing opportunities for change (either through redevelopment and/or site improvements). These opportunity sites are shown in the *Opportunity and Constraints* map on the following page and described below.

Development Opportunities: Vacant Sites

The following vacant sites could be used for new buildings, parking, open spaces and/or stormwater management**:**

- Vacant property south of Dundee Road, west of Elmhurst Road, adjacent to Jack London School

- Vacant property north of Dundee Road, west of Elmhurst Road, landlocked behind restaurant, gas station and vacant doctor's office



Village of Wheeling

Station Area Planning Study

Wheeling, Illinois

Site Constraints & Opportunities

- Vacant property at southeast corner of Dundee Road and Wheeling Road/McHenry Road
- Vacant property at northwest corner of Dundee Road and Northgate Road, with frontage on rail-line
- Vacant property north of Dundee Road and east of Northgate Parkway, adjacent to residential areas and Wheeling Drainage Ditch

Redevelopment Opportunities

The following existing land uses, due to site constraints or deficiencies, might offer redevelopment opportunities for new buildings, parking, open space, and/or stormwater management.

- The small restaurant at the northeast corner of Dundee Road and McHenry Road blocks views to the grocery store behind it. Its service area is exposed and not screened from adjacent use.
- The big-box commercial building at the northeast corner of Dundee Road and Elmhurst Road is vacant and may be difficult to fill.
- The self-storage facility north of the vacant big-box commercial building lies along the Wheeling Drainage Ditch and is located in the floodplain.
- The auto-dealer at the northwest corner of Dundee and Wheeling Road/McHenry Road has expressed interest in relocating within Wheeling. The entire site, including adjacent car care center, lacks streetscape and sidewalk connections to adjacent uses.
- The restaurant at the southwest corner of Dundee Road and Northgate Parkway has awkward access due to difficult turning movements at Dundee/Northgate intersection.
- The cement plant at the southwest corner of Dundee Road and the rail line does not fit the character of a transit-oriented development (TOD). This heavier industrial use is unattractive and generates truck traffic along Dundee Road.
- The industrial and office uses along the east side of Wheeling Road/McHenry Road south of Dundee Road also do not fit the character of a TOD. The heavier industrial uses are especially unattractive and generate truck traffic along Dundee Road.
- The owner of the big-box retail building at the southeast corner of Dundee Road and Northgate Parkway is currently planning on redeveloping the site. The configuration and site layout of this use does not fit the character of a TOD.

Change Opportunities

The following sites may be appropriate for potential redevelopment due to physical constraints or deficiencies. At minimum, these sites should be cleaned up, additional landscaping added, and pedestrian and vehicular connections improved. Complete redevelopment of some of these sites may also be an option, if market and land use analysis find that redevelopment is feasible.

- The strip shopping center at the southwest corner of Dundee Road and Elmhurst Road has awkward circulation between its parking lots, poor access to rear service area and oversized rear parking lots, and unattractive and outdated façades. The furniture store on the west end of the center has a large setback that is not consistent with adjacent sites.

- The existing retail uses and vacant office at the northwest corner of Dundee Road and Elmhurst Road landlock the vacant development parcel to the north.

- The shallow lot depths of the shopping area along the south side of Dundee Road from Elmhurst Road to the ComEd right-of-way create parking, service, and circulation problems. Buildings in the area have unattractive and outdated façades. The area contains inconsistent streetscape and landscaping and its numerous curb cuts create access and circulation problems.

- A majority of the buildings in the shopping area at the southeast corner of Elmhurst Road and Wheeling Road/McHenry Road are either in the floodway or the floodplain. Its service areas and back of buildings are visible from major roads.

- The service area for the restaurant at the northeast corner of Dundee Road and Wheeling Road/McHenry Road is visible and unattractive. There is awkward circulation around the restaurant and there appears to be a surplus of parking that could be potential additional development.

- Most of the small residential and office uses along north side of Dundee Road, east of Northgate Parkway, are located within the floodway. Individual drives and curb-cuts in this area create additional turning movements on Dundee.

- The Village Hall and recreational fields along the south side of Dundee, east of Northgate, are located mostly within the floodway and floodplain. The Village public works facility is located on the south side of Village Hall, adjacent to park facilities. The Village Hall lacks pedestrian connections to Park District facilities and the Metra station. Playing fields need to be reorganized, improved, and expanded.

- Residential properties along the west side of Wolf Road, south of Dundee Road, are located mostly within the floodway. These properties are adjacent to the drainage ditch and park and are being bought by the Village.

5. Concept Plan & Transportation/Wayfinding Improvements

Based on the existing physical and transportation conditions, residential and retail market analysis, the constraints and opportunities identified for the Study Area, and community input, a concept plan for the Study Area was developed. This concept plan includes: recommendations on the mix of new retail, commercial, and residential development; the general placement of these uses throughout the site; the layout of parking; landscaping improvements; location of compensatory stormwater storage; and transportation, circulation, and wayfinding improvements.

This chapter begins with a description of the process involved in drafting a concept plan followed by a discussion of the preferred development direction and concluding with a summary of recommended transportation improvements.

Concept Plan Process

Following the area's land use, market, and transportation issues and opportunities, the Consultant Team prepared alternative improvement and development concepts. These alternative concepts were presented for three sub-areas: the Metra Station Area (Station Sub-Area), including Village Hall and Recreation Complex; the areas north and south of Dundee Road between Wheeling Road and Route 83 (Central Sub-Area); and the northwest and southwest corner of Dundee Road and Route 83 (West Sub-Area). Alternatives for each sub-area included a "minimum" concept (basic improvements needed), a "maximum" concept (the maximum development possible given physical, transportation, and market constraints), and a "mid" concept (a balance between the "minimum" and "maximum" approaches).

The alternative concepts were presented at a workshop to gather input from the community and build consensus for a preferred improvement and development direction. Attendees of this meeting included Village officials and staff, local business owners and organizations, developers, community organizations, and residents. A more detailed description of this workshop, a summary of community input, and copies of the alternative concept plans presented are included in Appendix A.

The preferred concept for each sub-area was then refined based on further input from the Project Committee, Village staff, public officials, RTA, Metra, and Pace. Concerns from the Project Committee and other officials included the possible inclusion of a new Village Hall in the concept plan, traffic issues around Village Hall and the Park District facilities, and reuse versus redevelopment of the K-mart site.

Concept Plan Summary

Overall, the refined concept plan proposes to create a unified image for the Study Area through façade improvements, parking reconfiguration, consistent landscaping and streetscaping improvements, corner landscape/identity features, and clustered, coordinated new development.

The following presents a detailed summary of the concept plan for each sub-area. Concept plans for each of the three sub-areas and conceptual representations of certain plan components follow.

STATION SUB-AREA

The most intensive new development is planned for the Station Sub-Area. The concept plan for this sub-area aims to create a town center environment with retail/service uses that serve commuters, Wheeling residents, future residents of the area, local employees, and users of the Park District Recreation and Aquatic Centers. The concept plan proposes locating community-level and potential sub-regional retail uses that serve a larger market area along Dundee Road to draw potential customers from surrounding communities to the Station Area. It also proposes new high-density, upscale residential development that targets "empty-nesters" wanting to downsize to smaller housing near retail and community services and commuters wanting to live near a commuter train station as well as nearby services.

Because much of the proposed development occurs in the floodplain, the concept plan proposes approximately 20.7 acres of new stormwater storage features north of Dundee Road between the railroad tracks and Wolf Road. Additional stormwater storage features (approximately 6.3 acres) are also included in the southern portion of the Station Area along the railroad tracks and on both sides of the railroad tracks where they intersect Dundee Road (about 1.2 acres).

To ensure efficient auto traffic access and circulation for the site, the concept plan recommends realigning Northgate Parkway south of Dundee Road to create a new access road, and creating a new east/west drive on the south side of the Station Area connecting the Station Area to Wolf Road (which will also help relieve congestion on Dundee Road). This new east/west drive could also connect to Jeffrey Avenue, giving the neighborhood to the southeast of the site access to the Station Area. A small parking area located along this east/west drive will provide parking options for the athletic fields located in the southern portion of the Station Area. Creating a vehicular/pedestrian connection from the neighborhood to the southwest of the site to the Station Area will help improve pedestrian safety and reduce congestion on Dundee Road. Extending the realigned Northgate Parkway south will create a connection between the Station Area and the adjacent industrial/business park uses to the south and allow for bus/shuttle service between the two areas. To facilitate easy circulation between the areas east and west of the railroad tracks, a new vehicular/pedestrian underpass in the southern portion of the site is recommended. However, development of this proposed grade separation is subject to engineering feasibility analysis and discussions with the CN, ICC, and IDOT.

To make the area more pedestrian-friendly the concept plan calls for the creation of an interconnected trail system that includes connections to public facilities and a new lake walk around the lake feature (reconfigured with overlooks and natural shore edge treatment) south of the aquatic center. The vehicular/pedestrian connections to surrounding neighborhoods and underpass will improve pedestrian circulation and safety. To create a unified image, consistent landscaping and streetscaping is suggested throughout the site, and a corner landscape/identity feature is recommended for the intersection of Wheeling Road and Dundee Road.

Improvements for the Metra Station itself include the replacement of the current station with a new station on the west side of the tracks, new and reconfigured commuter parking lots (adding 66 new spaces for a total of 554 commuter spaces), new bus drop-off areas on both sides of the tracks including bus shelters where needed, and a new "kiss and ride" commuter lot. While the relocation of the current station to a new station on the west side of the tracks is optimal, should the Village decide to keep the current station due to funding constraints or other issues, the proposed concept plan could be modified accordingly.

Within the Station Area, the concept plan recommends that larger retail uses (two 36,000 square-foot buildings and a 22,000 square-foot building), including a site for the redeveloped Wickes store, be located along the south side of Dundee Road at the Wheeling Road and Northgate Parkway intersections. An additional 59,000 square feet of retail space (distributed among four buildings) is included between Wheeling Road and the railroad tracks. Also located between Wheeling Road and the tracks are 200 condominium units (five buildings of 40 units each) and a 20,000 square-foot office building.

Most of the new development for the area east of the railroad tracks is residential: a total of 360 condominium units in nine buildings of 40 units each. A possible new building for community/civic use is also included, just west of the Park District Recreation Center. However, this site could also be used for an additional 60 condominium units. The concept plan also proposes reconfiguring the parking areas for the Recreation and Aquatic Centers for a total of 298 spaces to be shared by the Recreation Center, the Aquatic Center, and the possible new community use building. The athletic fields can be reconfigured for a more efficient layout that allows for pedestrian pathways that can facilitate improved pedestrian circulation in and around the fields.

The plan shows the addition of 153,000 square feet of new retail space. Excluding the 36,000 square feet accounted for by the redeveloped Wickes store, 106,000 square feet of net retail space is added to the Station Sub-area. About 20,000 square feet of new office space is also added. The concept plan includes a total of 560 new condominium units (620 units if the potential community-use building site is developed as a 60-unit condominium building instead).

CENTRAL SUB-AREA

The concept plan for the Central Sub-Area focuses on a possible new big-box retail use at the northeast corner of the Route 83 and Dundee Road intersection and the redevelopment of the south side of Dundee Road into a more efficient and modern commercial area. An alternative concept for this sub-area calls for the redevelopment of the area north and south of Dundee Road between Route 83 and McHenry Road/Wheeling Road (relocating the auto dealership and car care center) into a high-density residential zone, with some retail and office uses.

An essential component of the concept plan for this portion of the Study Area is the complete rehabilitation of landscaping and streetscaping to create a consistent image and identity for the entire site. In addition, the installation of corner landscape/identity features at the Wheeling Road/McHenry Road and Dundee Road intersection and the Route 83 and Dundee Road intersection will also help to create a cohesive identity for the area.

The concept plan proposes reconfiguring the parking lot at the Lynn Plaza shopping center on the northeast corner of McHenry Road/Wheeling Road and Dundee Road for better circulation. The southern portion of the shopping center itself is also reconfigured to create additional setback from Dundee Road and allow for better circulation. Façade improvements for the shopping center are also recommended to modernize the center's image. A new building is proposed for the restaurant located on the outlot of the shopping center. This building will add an additional 15,000 square feet of commercial space. The complete redevelopment of this site as new retail is most likely not viable because this site will probably not attract tenants who can pay the level of rent necessary to make redevelopment financially feasible.

Assuming a big-box retail use is found for the vacant K-mart site, the concept plan proposes redeveloping the site so that the approximately 110,000 square foot big-box retail building fronts Dundee Road east of the existing commercial center at the northeast corner of Route 83 and Wheeling Road. Parking for the big-box retail use is located mainly east of the building, and approximately five acres of new stormwater storage lies north of this parking lot. Modernizing façade improvements for the commercial center west of the big-box retail are recommended.

Because of the inefficient layout of the existing retail buildings on the south side of Dundee Road between Route 83 and George Road, the concept plan calls for the redevelopment of this entire area. The new site plan shows four buildings with a total of 41,000 square feet of retail space. The buildings will share a common parking lot that will also be used by the existing Hoyne Savings Bank located on the other side of George Road. The large ComEd right-of-way on the east side of Wheeling Road south of Dundee Road and towers within the right-of-way create an unsightly barrier. This can be improved with natural plantings. Relocation of the towers and power lines may be a potential option, but may also be cost prohibitive.

Including the new big-box retail use, the total new retail space for the Central Sub-Area is approximately 166,000 square feet. The net new retail space for the sub-area (new space less existing occupied retail space) totals approximately 100,000 square feet.

Alternative Central Sub-Area Concept Plan

The Village would like to continue pursuing a big-box retail use for the north side of Dundee Road between McHenry Road and Route 83 for at least the next 18 months. However, if a big-box use is not found for the vacant K-mart site, then the critical mass of retail space needed for significant new retail development may not exist, and other development concepts may be considered. The concept plan also proposes an alternate plan for the Central Sub-Area, without a big-box retail use. This plan includes the relocation of the Bill Stasek Chevrolet auto dealership and the car care center (with the understanding that Bill Stasek will be relocated to a more optimal site within the Village of Wheeling), both located in this site, to another area of the Village and the redevelopment of the site into a residential area, with a limited amount of retail and office uses.

This plan would require a larger compensatory storage feature on the northern portion of the site (about 11 acres). The proposed residential development contains 200 condominium units in five

buildings of 40 units each encircling a central green feature. The shopping center on the corner of Dundee Road and Route 83 would be replaced by a new 30,000 square-foot retail building. A 40,000 square-foot office is located on the northwest corner of McHenry/Wheeling Road and Dundee Road. The plan also suggests replacing the retail uses on the south side of Dundee Road between Route 83 and George Road with 120 condominium units (three buildings of 40 units each).

The alternative plan for the Central Sub-Area calls for a total of 45,000 square feet of new retail space (including the new retail space in the Lynn Plaza, which remains unchanged in the alternative plan). Because this plan shows a large area of retail uses being redeveloped as a residential area, there is a net loss of 61,000 square feet of retail space. However, existing retail uses currently located in the redevelopment area could be relocated to other portions of the Study Area. About 40,000 square feet of new office space is also included in this plan. The residential portion of the plan includes a total of 320 condominium units.

WEST SUB-AREA

A major concern for the shopping center in the West Sub-Area was the awkward setback of the center's western portion. The concept plan proposes replacing this portion of the shopping center with two new retail buildings (25,000 square feet each) that are aligned with the eastern portion of the center. Façade improvements to modernize the remaining eastern half of the shopping center are recommended. An additional new restaurant of 8,000 square feet is proposed for the southwest corner of Route 83 and Dundee Road. In addition, the parking lot for the center is reconfigured for better circulation and fewer curb cuts. A new access point across from Cedar Drive on the west side of the sub-area and aligned for shared access with the Jack London School is included. As in the other sub-areas, the concept plan calls for the rehabilitation of landscaping and streetscaping for a consistent image throughout the Study Area and two corner landscape/identity features on the northwest and southwest corners of the Route 83 and Dundee Road intersection. The complete redevelopment of this site as new retail is most likely not viable because this site will probably not attract tenants who can pay the level of rent necessary to make redevelopment financially feasible.

Directly behind the shopping center on the west side is a new stormwater storage feature of about five acres. Behind the center on the east side is a proposed development of 26 rear-loaded townhomes that act as a buffer between the commercial area to the north and the residential area to the south.

The concept plan for the West Sub-Area proposes a total of 58,000 square feet of new retail. Due to site reconfiguration and the addition of a stormwater storage area, there is a net loss of 7,000 square feet of retail space in the proposed redevelopment of this sub-area. However, some existing retail uses currently located in the redevelopment area could be relocated to other portions of the Study Area. The concept plan also adds about 26 new residential units.

Wheeling Station Area Plan

Station Area Overview

A. Create Stormwater Storage Features with Natural Landscaping Along the North Side of Dundee Road (± 20.7 Acres).

B. Existing Post Office

C. Realign Northgate Parkway South of Dundee Road to Create a New Central Access Road for New Town Center.

D. Develop New Mixed-Use Town Center Around Train Station and Recreation Center.

E. Existing Recreation Center.

F. Relocate Public Works Uses Outside of Town Center and Relocate Village Hall Uses into Public Works Building.

G. Existing Village Hall.

H. Existing Aquatic Center.

I. Reconfigure and Improve Lake Feature with "Lake Walk", Jogging Path, Overlooks, and Natural Landscaping.

J. Reconfigure/Expand Recreational Fields.

K. Create Interconnected Trail System With Connections to Civic Facilities and "Lake Walk".

L. Create New Street Connection from West Neighborhood to Provide Direct Access to Train Station, Recreation Center/Fields and New Town Center for Motorists, Bicyclists and Pedestrians.

M. Create Stormwater Storage Features (±6.3 Acres).

N. Create New East/West Drive from Wolf Road to Facilitate Traffic Access to New Town Center and Recreation Center/ Fields.

O. Consider Linking Extended Northgate Parkway to Business Park to Facilitate Bus/Shuttle Access to Station.

P. Create Additional Parking for Recreation Fields.

Q. Consider Creating Street Link from South Neighborhood to Park and New East/West Drive.

Town Center Gateway Concept

Wheeling Station Area

Station Sub-Area

A. Create Area Landscape/Identity Feature at Corner.

B. Develop Commercial Use (36,000 square feet each).

C. Create Stormwater Storage (±0.8 Acres).

D. Create Stormwater Storage (±0.4 Acres).

E. Develop Commercial Use (22,000 square feet).

F. Create Shared Parking Lot to Serve Village and Commercial Uses.

G. Create Bus Drop-off/Stop.

H. Develop Commercial Uses (17,000 square feet).

I. Develop Office Building (2 stories - 15,000 square feet per floor).

J. Existing Metra Communter Parking Lot (202 spaces).

K. Develop Commercial Uses (19,000 square feet).

L. Develop Commercial Use (14,000 square feet).

M. Develop Condominium Building (40 units each).

N. Develop Commercial Use (9,000 square feet).

O. Create New/Reconfigured Commuter Parking Lots Along Tracks (352 spaces total).

P. Relocated Train Station.

Q. Create "Kiss & Ride" Commuter Lot.

R. Create New Street Link to Wheeling Road with Vehicular/Pedestrian Underpass at Tracks.

S. Develop New Public Community Use or Condominium Building (60 units).

T. Create Shared Parking Lot for Village Hall/Recreation /Aquatic Center (298 spaces total).

U. Existing Recreation Center.

V. Existing Aquatic Center.

Site Data

• New Commercial Use:	153,000 square feet total
• New Office:	30,000 square feet total
• New Residential:	560 units total (620 without Public Community Use)
• Metra Parking:	554 spaces

Wheeling Station Area Plan

Wheeling, Illinois

S. B. Friedman & Company

METRA

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0' 100' 200'

Town Center Development Concept

Wheeling Station Area

Central Sub-Area

A. Create Shared Stormwater Storage Feature (± 5.0 Acres).

B. Existing Auto Service Center.

C. Existing Bank.

D. Improve Facade of Lynn Plaza.

E. Existing Commercial Center/Shopping Center.

F. Develop Big Box Retail - 110,000 square feet.

G. Existing Bill Stasek Chevrolet Dealership.

H. Align Dealership and Shopping Center Drives.

I. Reconfigure Parking Lot to Improve Circulation.

J. Develop New Restaurant at Corner (15,000 square feet).

K. Reconfigure Lynn Plaza with Deeper Setback from Dundee Road to Allow for Better Circulation and Visability.

L. Create Area Landscape/Identity Feature at Corners.

M. Develop Commercial Uses (12,500 square feet each).

N. Create Parking In-Between and Behind the Commercial Buildings with Shared Parking for Hoyne Savings Bank.

O. Develop Commercial Use (18,000 square feet).

P. Create Shared Stormwater Storage Feature (± 0.20 Acres).

Q. Hoyne Savings Bank.

R. Improve ComEd Right-Of-Way with Natural Plantings.

Site Data

- New Commercial Use: 166,000 square feet

Wheeling Station Area Plan

Wheeling, Illinois

Central Sub-Area

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Wheeling Station Area

Central Sub-Area: Long-Range Option

- **A.** Create Stormwater Storage Feature (±11.0 acres).
- **B.** Create Pedestrian Path & Overlook Area.
- **C.** Develop Condominium Buildings (40 units each).
- **D.** Create Central Green/Plaza Feature.
- **E.** Existing Bank.
- **F.** Improve Facade of Lynn Plaza.
- **G.** Create Corridor Gateway Feature & Landscaping.
- **H.** Develop Commercial Use (30,000 square feet).
- **I.** Develop Office Building (2 Stories - 20,000 square feet per floor).
- **J.** Reconfigure Parking Lot to Improve Circulation.
- **K.** Develop New Restaurant at Monument Corner (15,000 square feet).
- **L.** Reconfigure Lynn Plaza with Deeper Setback from Dundee Road to Allow for Better Circulation and Visability.
- **M.** Improve ComEd Right-of-Way with Natural Planting.

Site Data

- New Commercial Use: 15,000 square feet total
- New Office: 40,000 square feet total
- New Residential: 320 units total

Wheeling Station Area Plan

Wheeling, Illinois

Central Sub-Area: Long-Range Option

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Rehabilitated Lynn Plaza Improvement Concept

Wheeling Station Area

West Sub-Area

A. Create Shared Access Drive for Jack London School and Shopping Center Across from Existing Cedar Drive.

B. Reconfigure Parking Lot to Improve Circulation and Reduce Curb Cuts.

C. Develop New Commercial Uses (25,000 square feet each).

D. Existing Jack London School

E. Create Shared Stormwater Storage Feature (± 5.0 Acres).

F. Develop Rear-Loaded Townhomes along King Court and Jenkins Court (26 units)

G. Improve Facade of Existing Commercial Building.

H. Develop Restaurant (8,000 square feet).

I. Create Area Landscape/Identity Feature at Corner.

Site Data

- New Commercial Use: 58,000 square feet total
- New Residential: 26 units total

Wheeling Station Area Plan Wheeling, Illinois

West Sub-Area

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STORMWATER MANAGEMENT

Because much of the proposed development for the study area occurs in the floodplain, the concept plan proposes a total of approximately 38.4 to 44.2 acres of new stormwater storage features to fulfill stormwater storage compensation requirements for proposed new development. To allow for a unified approach to development of the study area and a concentration of uses, the plan proposes shared stormwater storage for the various proposed commercial and residential uses.

Around the station area, about 20.7 acres are proposed north of Dundee Road between the railroad tracks and Wolf Road. Additional stormwater storage features (approximately 6.3 acres) are also included in the southern portion of the Station Area along the railroad tracks and on both sides of the railroad tracks where they intersect Dundee Road (about 1.2 acres). In the concept plan for the Central Sub-Area, approximately 5.0 acres of stormwater storage is proposed just north of the proposed big-box retail development. An additional 0.2-acre stormwater storage feature is proposed for the commercial development on the south side of Dundee Road. In the alternative concept plan for the Central Sub-Area, an 11-acre stormwater storage feature is proposed north of the condominium development. The concept plan for the West Sub-Area proposes a 5.0-acre stormwater storage feature just behind the proposed commercial development on the south side of Dundee Road.

SUMMARY OF LAND USE

The table on the following page summarizes the total new retail, office, and residential square footage proposed by the concept plan for the Study Area. The table also shows the net additional retail space (new retail space less existing occupied retail space). More detailed calculations of retail space follow this table. In many cases, existing retail businesses within redeveloped sites may be relocated within the Study Area. While certain individual sub-areas may show a projected net loss of retail space due to site reconfiguration or redevelopment with residential uses, there is an overall gain in net retail space shown for the Study Area as a whole. Therefore, all existing retail uses could potentially be relocated within the Study Area.

Concept Plan New Development by Land Use

	Concept Plan				Concept Plan Assuming Alternative Plan for Central Sub-Area			
	Retail				Retail			
Sub-Area	New Retail Space (sq ft)	Net Addtl Retail Space (sq ft)*	Resid. Units**	Office (sq ft)	New Retail Space (sq ft)	Net Addtl Retail Space (sq ft)*	Resid. Units**	Office (sq ft)
Station Sub-Area	153,000	106,000	560 (620)	30,000	153,000	106,000	560 (620)	30,000
Central Sub-Area	166,000	100,000	0	0	45,000	-61,000	320	40,000
West Sub-Area	58,000	-7,000	26	0	58,000	-7,000	26	0
Total	**352,000**	**199,000**	**586 (646)**	**30,000**	**231,000**	**38,000**	**906 (966)**	**70,000**

*New retail space net of existing occupied retail space

**Numbers in parentheses represent total residential units assuming an additional community/civic use building is not located in the Study Area and its proposed site is developed as 60 residential units

Wheeling Station Area Plan

Retail Development Summary- New and Net Retail Square Feet

	Station Sub-Area	Central Sub-Area	Central Sub-Area: Longe-Range Option	West Sub-Area	**Preferred Concept Total**	**Longe-Range Option Total**
Existing Retail to Remain	0	161,000	107,000	40,000	**201,000**	**147,000**
Existing Retail to be Removed & Replaced with New Commercial	47,000	66,000	106,000	65,000	**178,000**	**218,000**
Subtotal	47,000	227,000	213,000	105,000	**379,000**	**365,000**
Proposed New Additional Retail/(Loss in Retail)	106,000	100,000	(61,000)	(7,000)	**199,000**	**38,000**
Total Retail	153,000	327,000	152,000	98,000	**578,000**	**403,000**

Transportation and Wayfinding Improvements

In order to assist the Village of Wheeling in identifying transportation needs associated with the final concept plan, Metro conducted a review of projected transportation conditions. Based on the preferred concepts established for each of the three sub-areas, Metro reviewed the key transportation components of the concept plan. The first step included estimating future traffic conditions representing full implementation of the plan. Upon review of the projected traffic conditions, transportation improvements associated with roadways, intersections, access, parking, and wayfinding were recommended to accommodate additional development within the Study Area.

PROJECTED FUTURE TRAFFIC CONDITIONS

The following section presents information regarding the potential increase in volumes associated with additional development presented in each of the preferred concepts. The methodology used to estimate future traffic on the Study Area roadway and access system is also presented.

Trip Generation

The amount of traffic generated by development depends on the type and density of land use being proposed. Based on the preferred land uses and densities, estimates for the volumes of traffic to be generated by additional development as well as additional Metra riders were calculated for each sub-area.

For commercial and residential uses, Metro referenced data in the Institute of Transportation Engineers publication entitled *Trip Generation*, 6th Edition. Traffic to be generated by the increased supply of parking spaces for the Metra station was based on historical trip generation data associated with Metra stations used in previous studies. The historical trip generation data for Metra riders is based on the number of parking spaces provided, but incorporates typical walking and pick-up/drop-off characteristics for a Metra station.

Transit-oriented development serves to promote use of public transportation and walking and to create a synergy between multiple land uses. Within the immediate Station Area, trip generation estimates were reduced to reflect the traffic characteristics of transit oriented and mixed-use development based on Metro's past experience with similar developments. Residential trip generation was reduced by five percent (5%) to account for residents using Metra and walking to/from nearby restaurants, shops, and other commercial uses. Commercial trip generation was reduced by ten percent (10%) to account for internal capture from Metra riders and Park District users as well as residents walking from new residential units and nearby neighborhoods.

Based on information provided by Metra, eight percent (8%) of Metra riders currently walk to/from the Wheeling station. Trip generation for additional usage of the Metra station was reduced by ten percent (10%) to account for walking and interaction with the potential transit oriented development land uses included in Station Sub-Area. This 10% reduction to account for

walking movement is in addition to Metra's average Station performance of riders who access the station by walking. This reduction is a little higher than the current percentage of walkers to reflect the improved pedestrian facilities and transit oriented development characteristics.

The projected increase in traffic for the additional development included in each of the sub-areas is illustrated in the *Trip Generation* table below.

Trip Generation - Additional Development and Metra Parking

Land Use	Unit	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Station Sub-Area							
Commercial / Retail	153,000 sf	95	65	160	280	305	585
	-10% Reduction (a)	*-10*	*-5*	*-15*	*-30*	*-30*	*-60*
Office	30,000 sf	40	5	45	10	35	45
	-5% Reduction (b)	-	-	-	-	-	-
Condominium	620 units	40	205	245	210	100	310
	-5% Reduction (b)	-	*-10*	*-10*	*-10*	*-5*	*-15*
Additional Metra Commuter Parking	66 spaces	55	10	65	10	40	50
	-10% Reduction (c)	*-5*	-	*-5*	-	*-5*	*-5*
Sub Total		215	270	485	470	440	910
Central Sub-Area (Preferred Scenario)							
Commercial / Retail	166,000 sf *(d)*	75	50	125	210	230	440
Sub Total		75	50	125	210	230	440
Central Sub-Area (Alternate Scenario)							
Condominium	320 units	25	125	150	125	60	185
Commercial / Retail	30,000 sf *(d)*	5	5	10	15	15	30
Office	40,000 sf	55	5	60	10	50	60
Sub Total		85	135	220	150	125	275
West Sub-Area							
Commercial / Retail	58,000 sf *(d)*	-	-	-	-	-	-
Townhouse	26 units	5	15	20	15	5	20
Sub Total		5	15	20	15	5	20

(a) - Reduction accounts for walking and internal capture from Metra and Park District users
(b) - Reduction accounts for walking and Metra riders
(c) - Reduction accounts for walking and interaction with TOD
(d) - Assumed to replace existing commercial/retail uses

Directional Distribution & Traffic Assignment

The distribution of traffic generated by additional development within the Study Area is dependent upon various factors, including the proposed land use, surrounding roadway system, levels of congestion, and access locations. Assignment of peak hour traffic generated by additional development incorporates the estimated trip generation in conjunction with the expected directional distribution of traffic on the adjacent intersections and roadways. The *Transportation and Circulation Plan* on the following page illustrates vehicular and pedestrian access to and circulation around the proposed development for the Station Area.

REVIEW OF FUTURE TRAFFIC CONDITIONS

Metro conducted a planning level review of the future traffic conditions within the Study Area. The goal of this planning level review is to establish general transportation guidelines and identify likely improvements and recommendations that will be necessary to accommodate the new traffic within the Study Area associated with the additional development presented in the preferred concepts. Improvements and recommendations may include constructing a turn-lane at an intersection, installing a traffic signal, consolidating curb-cuts, or determining that additional access locations may be needed. Consistent with a planning level review, specific traffic engineering studies and capacity analyses were not conducted. As development proposals for projects within the Study Area are submitted, traffic impact studies should be conducted to determine specific transportation improvements and design.

RECOMMENDED IMPROVEMENTS

In order to improve existing traffic conditions within the Study Area and to help accommodate future development, many transportation improvements are recommended. These include roadway, intersection, traffic signal, and wayfinding improvements. It should be noted that many of these improvements, especially those related to traffic signals, track crossings, and grade separations will require review by appropriate agencies such as the CN, ICC, IDOT, and Cook County. The following summarizes these recommended improvements and transportation components of the preferred concept plans.

General Roadway Improvements and Recommendations

Roadway Improvements/Widening. Dundee Road should be widened between Wheeling Road and Elmhurst Road to provide an eastbound and westbound left-turn lane at mid-block access locations on the north and south sides of Dundee Road. Currently, left-turning vehicles along this portion of Dundee Road block the inside thru lane while waiting to turn into one of the many access driveways along this section of Dundee Road. Widening to provide left-turn lanes will reduce blockages of thru traffic along Dundee Road, increase vehicle safety, and improve traffic operations along the corridor.

Wheeling Station Area

Access & Circulation Plan

A. Connect Town Center to Regional Bike Path.

B. Develop New/Reconfigured Metra Parking.

C. Realign Northgate Parkway South of Dundee Road to Create a New Central Access Road for New Village Center.

D. Create Pedestrian Connections From New Town Center to Park and Lake Walk.

E. Existing Metra Parking.

F. Consider Creating Wind Breaks or Shelters Along Platform.

G. Create New Street Connection from West Neighborhood to Provide Direct Access to Train Station, and New Town Center for Motorists, Bicyclists and Pedestrians.

H. Create New Street Link to Wheeling Road with Vehicular/Pedestrian Underpass at Tracks.

I. Create New East/West Drive Connecting to Wolf Road.

Legend

- Relocated Metra Train Station.
- Short-Term Parking/"Kiss & Ride" Commuter Lot.
- Proposed Bus Drop-off/Stop.
- Existing Road.
- Proposed Primary Road Connections.
- Proposed Secondary Road Connections.
- Proposed Parking Connections.
- Proposed Pedestrian/Bicycle Connections.

Wheeling Station Area Plan

Wheeling, Illinois

S. B. Friedman & Company

METRA

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0' 150' 300'

Access & Circulation Plan

Traffic Signal Improvements. A queue detection system installed along Dundee Road adjacent to the at-grade railroad crossing is recommended to reduce the impact of railroad crossing gate closures. Queue detectors installed on Dundee Road would detect the presence of considerable vehicle queues due to a gate closure and communicate with nearby traffic signal controllers. Traffic signals along Dundee Road at Northgate Parkway, Wheeling Road, and Elmhurst Road (Route 83) would temporarily provide longer "green times," or a larger portion of the traffic signal cycle, to speed congestion recovery after a gate closure. This improvement would reduce the lingering impact of gate closures on traffic conditions at the adjacent intersections within the Study Area.

New Roadway Connections. The preferred concept for the West Sub-Area includes a roadway/pedestrian connection linking the commercial retail uses south of Dundee Road and west of Elmhurst Road with the residential neighborhood to the immediate south. This link allows residents of the nearby neighborhood to conveniently access the commercial retail uses by vehicle, bicycle, or foot without having to use Elmhurst Road.

A roadway connection between the Station Area and Wolf Road would provide additional vehicle/pedestrian access to the Metra station, Park District facilities, and new residential and commercial development without having to use Dundee Road. While this roadway connection is not expected to carry heavy traffic volumes, this additional access will help reduce the dependence and alleviate the traffic impact of future development on the Dundee Road/Northgate Parkway intersection.

Internal to the Station Area, a grade-separated railroad crossing south of the Metra station would provide a safe roadway/pedestrian connection between the east and west sides of the railroad tracks. This link would improve access between the east and west sides of the Station Area by allowing visitors and residents to enter and exit via numerous locations, thus further reducing the traffic burden on Dundee Road. This connection across the railroad also provides a safe option for vehicles and pedestrians to circulate on both sides of the railroad without using the adjacent arterial roadways.

The preferred concept for the Station Sub-Area also includes creating a roadway/pedestrian connection between the Station Area and the existing residential neighborhood west of Wheeling Road. This connection will improve access to the Station Area for nearby residents by providing a direct link allowing residents to easily travel by vehicle, bicycle, or foot without using Dundee Road.

Also within the Station Sub-Area, the extension of Northgate Parkway to the industrial uses immediately south of the Station Area provides an additional roadway/pedestrian connection to the Wheeling Metra station. This connection would provide convenient and efficient access for a potential employee shuttle service operating between the Metra station and the numerous businesses in the surrounding area.

Intersection Improvements

Various existing and future intersections within the Study Area will require improvements such as traffic signals, turn restrictions, and turn lanes to adequately accommodate the additional traffic volumes that may be generated by new development. The *Study Area Intersection Improvements* table below summarizes improvements at critical Study Area intersections.

Study Area Intersection Improvements

Intersection	Improvement
West Sub-Area	
Dundee Road/Cedar Road-Jack London School Access	Widen Jack London School access to fully align opposite Cedar Road Potential traffic signal if cross-access with commercial retail use to the east is established
Central Sub-Area	
Elmhurst Road/Retail Access North of Dundee Road	Southbound left-turn lane Northbound right-turn lane
Dundee Road/Central Retail Access	Eastbound and Westbound left-turn lanes Eastbound and Westbound right-turn lanes
Dundee Road/Other Access Locations	Right-In/Right-Out Only Access Eastbound and Westbound right-turn lanes
Station Sub-Area	
Dundee Road/Wheeling Road	Eastbound right-turn lane
Dundee Road/Retail Access West of Railroad	Right-In/Right-Out Only Eastbound right-turn lane
Dundee Road/Northgate Parkway	Eastbound right-turn lane
Dundee Road/Existing Park District Right-Out Access	Add Right-In Access
Wheeling Road/North Station Access Collector Road	Southbound left-turn lane Northbound right-turn lane Stop sign at westbound approach
Wheeling Road/South Station Access Collector Road	Potential traffic signal Southbound left-turn lane Northbound left-turn lane and right-turn lane
Wolf Road/New Station Area Connection	Northbound left-turn lane Southbound right-turn lane Stop sign at eastbound approach
Southern Station Area Collector/West Side Station Collector Road	Stop sign at southbound approach Eastbound left-turn lane

	Southbound left-turn lane and right-turn lane
Southern Station Area Collector/East Side Station Collector Road	Stop sign at southbound approach Eastbound left-turn lane Southbound left-turn lane and right-turn lane
Southern Station Area Collector/Northgate Parkway	Stop sign at eastbound approach
Northgate Parkway/Wolf Road Collector	Stop signs at eastbound and westbound approaches Left-turn lane on all approaches

Access Improvements

A roadway corridor with many access locations each serving individual businesses and properties can be confusing, creates numerous vehicle access conflicts, and generally experiences congested traffic conditions. Applying sound access management strategies to consolidate the number of access locations, maintain proper spacing between intersections and access points, and provide cross-access links between adjacent properties helps to achieve a comprehensive access system. Access management strategies described below will improve traffic operations within the Study Area, increase vehicle safety, and improve overall access to adjacent properties.

Access Consolidation. The south side of Dundee Road between Elmhurst Road and Cedar Road currently contains five access driveways. The preferred concept for the West Sub-Area provides two access locations within this area. The consolidation of access drives reduces the points of vehicle conflict, provides adequate spacing between intersections and access locations, and maintains adequate access to the property south of Dundee Road.

The north and south sides of Dundee Road between Elmhurst Road and Wheeling Road provide numerous access driveways for each individual property. The preferred and alternate concepts for Sub Area B each provide two to three access locations on each side of Dundee Road. The consolidated access locations on the north side of Dundee Road are also aligned opposite those on the south side. With the recommended widening of Dundee Road between Elmhurst Road and Wheeling Road, mid-block full access locations on the north and south sides can be served by left-turn lanes. Due to the limited available distance along Dundee Road between the eastbound left-turn lane at Wheeling Road and the westbound left-turn lane at Elmhurst Road, new left-turn lanes can only be constructed to serve mid-block access locations. To provide adequate traffic flow along Dundee Road, remaining access locations should be restricted to right-in/right-out movements. Access consolidation along this segment of Dundee Road in conjunction with recommended widening to provide left-turn lanes and cross-access between adjacent properties would improve traffic operations and increase vehicle safety on Dundee Road and at the adjacent intersections with Wheeling Road and Elmhurst Road.

Cross-Access. The small retail property at the southwest corner of the Dundee Road/Elmhurst Road intersection is currently isolated from the adjacent retail

development. The preferred concept for the West Sub-Area provides an internal cross-access connection with the remainder of the adjacent retail development. This allows the smaller property to share access and not require visitors to access Dundee Road or Elmhurst Road to visit the adjacent retail uses.

Along the south side of Dundee Road between Elmhurst Road and Wheeling Road, the commercial retail uses in the preferred concept include a comprehensive access and parking plan. Currently, the retail uses in this area contain individual access driveways and parking lots. Linking the parking lots thru cross access allows customers to easily walk or drive between the retail uses without being forced to use Dundee Road. This helps to improve traffic conditions along Dundee Road and increase vehicle/pedestrian safety by reducing the number of conflicts.

Parking Improvements

Due to Metra's planned NCS service upgrades, ridership and parking demands are expected to increase. Ridership projections based on the FTA Full Funding New Starts Agreement (anticipated for January 2006) are estimated to increase the daily boardings at the Wheeling station from 235 passenger boardings per day to 630 by the year 2008 and 660 by the year 2020. Under the New Starts scenario 380 commuter parking spaces will be needed by the year 2008 and 400 spaces by 2020. In addition, Metra projected ridership for the eventual full service on the NCS line or 52 trains per day. No funding is available to achieve this service level at this time; however, this level of service is noted in the CATS 2030 RTP. With full service, it is anticipated that boardings at the Wheeling station could reach as high as 920 passengers per day requiring 550 dedicated commuter parking spaces. Based on future projections provided by Metra, the following summarizes commuter parking forecasts at the Wheeling Metra Station with the 2001 NewStart service upgrade (22 trains per weekday) and the Full Upgrade (52 trains per weekday).

<u>2001 NewStart</u>
Year 2008: 380 parking spaces
Year 2020: 400 parking spaces

<u>Full Upgrade</u>
Year 2020: 550 parking spaces

The preferred Station Area concept includes reconfigured commuter parking lots immediately adjacent to the station. Three parking lots along the east side of the tracks and two parking lots along the west side of the tracks will provide a total of 352 spaces. The 202-space Metra parking lot west of Wheeling Road will remain. With the reconfigured parking, the Metra parking supply within the Station Area is increased by 66 spaces to provide a total of 554 parking spaces. The parking provided in the preferred concept for the Station Sub Area is adequate to satisfy Metra's Full Upgrade parking forecast for the Year 2020.

In addition to providing a net gain of 66 parking spaces for Metra commuters, shared parking opportunities are available within the Station Area between parking serving Metra, retail uses, and Park District facilities. While parking for Metra riders is generally in peak demand on weekdays between approximately 6:00 AM and approximately 5:30 PM, the peak parking demand for retail uses are during weekday evenings and weekends. By the time the period of parking demand for the retail uses in the Station Area occurs, the peak parking demand for Metra commuters is generally over. The offset periods of peak parking demand present the opportunity to share parking spaces.

Special events at Park District and civic facilities in the evening may also require additional parking spaces that may be available at the Metra parking lots after the peak parking demand for Metra riders is over on weekdays and on weekends. By applying shared parking, valuable land that might otherwise be used to accommodate peak parking demand separately for each individual development may be used more efficiently for further development, open space, or stormwater detention.

Pedestrian Connections

Within the West Sub-Area, a roadway connection between the commercial retail development and the residential neighborhood to the immediate south also acts as a pedestrian/bicycle connection. This link provides a direct and convenient alternative to using the Elmhurst Road sidewalk.

In addition to improving the vehicular traffic conditions, the grade-separated railroad underpass in the Station Sub-Area also benefits pedestrian/bicycle operations. The underpass provides a safe link between the east and west sides of the railroad to create a pedestrian-friendly and walkable environment serving the new condominiums, retail developments, and Park District facilities.

As an extension of the railroad underpass, the preferred concept for the Station Sub-Area also incorporates a roadway/pedestrian connection to the existing residential neighborhood west of Wheeling Road. This connection improves pedestrian/bicycle access for the residents west of Wheeling Road directly to the Metra station, new retail uses, and Park District facilities.

The Wolf Road roadway connection from the Northgate Parkway within the Station Area will also act as a direct pedestrian/bicycle link between the Metra station, new condominiums, Park District facilities, and Wolf Road.

The southern extension of Northgate Parkway south from the Station Area to the industrial park south of the station also will act as a direct pedestrian/bicycle route for commuters between the Metra station and places of employment.

Wayfinding Recommendations

There will be a variety of destinations located within the Station Sub-Area including the Metra station, Park District and recreational facilities, and various retail uses. The Station Area will

attract and must provide access for vehicles, pedestrians, bicycles, and Pace bus service. In order to safely and efficiently guide visitors to their destinations, a series of wayfinding recommendations is provided. Within the Station Area, these recommendations will direct visitors to the various destinations and to amenities which facilitate their movement.

The first set of recommendations contains regulatory street signage and pavement markings to control traffic and set restrictions. The second set of recommendations provides recommended types and locations for information and directional guide signs.

Street Signage. Speed limits should be posted on all roadways in accordance with the Manual on Uniform Traffic Control Devices (MUTCD). Speed limits within the Station Area should be posted between 25 mph and 30 mph.

Parking along the grade-separated railroad underpass should be prohibited. "No Parking" signage should be posted along both sides of the street between Wheeling Road and Northgate Parkway. "No Parking" signage is also recommended at designated Pace bus stops. Signage should be in accordance with the MUTCD.

Crosswalk pavement markings and signage should be located on the East Side Station Collector Road linking the Metra Station and Central Green. Pavement markings and signage should be in accordance with the MUTCD.

Internal Information/Directional Signs. Information and directional guide signs are recommended in various locations to designate the use of specific locations and to lead visitors as they access the Station Area to the various connections and destinations. Comprehensive kiosks displaying Station Area maps, Pace Bus routes and schedules, and other information on events occurring in the Station Area should also be provided. The "kiss and ride" portion of the commuter parking lots adjacent to the station should be designated with signage as short-term parking (i.e., 15-minute parking) to avoid queuing of cars. The *Information and Directional Sign Recommendations* table below summarizes the recommended locations for various types of information and directional signage.

Information and Directional Sign Recommendations

Information Signage

Sign Description	Recommended Location
Bus Stop	West Side Station Collector Road at Metra Station Northgate Parkway at Central Green Westbound Northern Station Area Access Road at Wheeling Road

Directional Signage

Metra Station/Parking	Eastbound & Westbound Dundee Road at Wheeling Road Eastbound & Westbound Dundee Road at Northgate Parkway Southbound Wheeling Road at Central Station Access Road/Metra West Parking Lot

	Northbound Wheeling Road at Central Station Access Road/Metra West Parking Lot
	Eastbound Metra West Parking Lot at Wheeling Road
	Eastbound & Westbound Southern Station Area Collector at West Side Station Collector
	Eastbound & Westbound Southern Station Area Collector at East Side Station Collector
	Northbound Northgate Parkway at Southern Station Area Collector
	Southbound Northgate Parkway at Wolf Road Connection
	Westbound Wolf Road Connection at Northgate Parkway
Park District Rec/Aquatic Center	Eastbound & Westbound Dundee Road at Northgate Parkway
	Southbound Northgate Parkway at Wolf Road Connection
	Westbound Wolf Road Connection at Park District Access
	Eastbound Southern Station Area Collector at Northgate Parkway
	Northbound Northgate Parkway at Southern Station Area Collector
	Eastbound Southern Station Area Collector at West Side Station Collector
	Northbound& Southbound Wheeling Road at Southern Station Area Collector
	Southbound West Side Station Collector at Southern Station Area Collector
Pedestrian Railroad Crossing	Southbound Northgate Parkway at Wolf Road Connection
	Westbound Wolf Road Connection at Northgate Parkway
	Southbound Northgate Parkway at Southern Station Area Collector
	Southbound East Side Station Collector at Southern Station Area Collector
	Southbound West Side Station Collector at Southern Station Area Collector
	East Side Station Collector at Metra Station
	West Side Station Collector at Metra Station
Comprehensive Kiosk	East & West Metra Station Platforms
	Park District Recreational Center
	Park District Aquatic Center
Kiss and Ride	Designated short-term parking within commuter lots adjacent to station

SUMMARY

Based on the planning level review of future traffic conditions associated with the preferred development concept for each of the sub areas, the above recommended improvements have been identified. With improvements including the widening of Dundee Road between Wheeling Road and Elmhurst Road, incorporating access management strategies, providing new roadway/pedestrian connections, and various intersection improvements, additional traffic generated by the preferred concept plans can be accommodated. Site-specific traffic impact studies should be undertaken as development proposals come forward to analyze the detailed improvements associated with the future development within the Study Area.

6. Implementation Plan

The Wheeling Station Area implementation plan identifies key projects and recommended action steps and strategies to complete projects defined in the Plan, including public and private sector responsibilities and potential funding sources. Some projects refer to the development of specific sites, while others refer to broader area-wide efforts. The implementation plan attempts to synthesize the ideas, opportunities, and priorities presented throughout the report into a manageable number of projects. The key projects are as follows:

1. Collaborate with land owners, interested private developer, and Park District to redevelop Town Center area east of the tracks
2. Encourage and assist with redevelopment of vacant K-mart site
   A. Acquire storage rental facility for use as water detention
   B. Continue actively pursuing a big-box retail anchor for 18 months
   C. Pursue alternative development strategy of site as mixed-use residential and retail (if cannot attract retail anchor after 18 months)
3. Design and implement comprehensive plan for stormwater detention to support development program
4. Prioritize and implement transportation, circulation, and roadway improvements
5. Redesign and reconstruct Metra station and reconfigure associated commuter parking
6. Acquire and assemble land and build connector road in the Town Center area west of the tracks
7. Solicit developers for key development sites around Metra station (as Village acquires large, developable tracts of land)
8. Actively encourage rehabilitation and redevelopment of retail centers on the south side of Dundee Road west of Wheeling Road
9. Design and implement comprehensive streetscape program for Dundee, Wheeling, and McHenry Roads including signage

The *Implementation Action* table on the following page summarizes phasing, responsible parties, and potential funding sources for each project.

Phasing of Redevelopment

Redevelopment of the Study Area will occur over a period of years given the size of the area, the multiple owners, and potential need to relocate existing businesses. In addition, as discussed in the Market Analysis chapter, retail and residential development should be phased to parallel market absorption.

Village of Wheeling Station Area Plan
Implementation Action Plan

Project	1. Collaborate with Land Owners, Interested Private Developers, and Park District to Develop Area East of the Tracks	2. Encourage and Assist with Redevelopment of Vacant K-mart Site A. Acquire Storage Rental Facility for Use as Water Detention B. Continue Actively Pursuing a Big-Box Retail Anchor for 18 Months C. Pursue Alternative Development Strategy of Site as Mixed-Use Residential and Retail (after 18 Months)	3. Design and Implement Comprehensive Plan for Storm Water Detention to Support Development Program	4. Prioritize and Implement Transportation, Circulation, and Roadway Improvements	5. Redesign and Reconstruct Metra Station and Reconfigure Associated Commuter Parking
Priority	Catalytic Project – High Priority	Catalytic Project – High Priority	High Priority	High Priority: Key Improvements Medium to High Priority: Other Improvements	Medium to High Priority
Timeframe	Immediate/Short-Term (2 to 5 yrs.)	Timeframe: Immediate/Short-Term (two to five years) if big-box retail user is pursued Intermediate- to long-term if alternative development strategy is pursued	Intermediate/Short-Term (2 to 5 yrs.)	Immediate/Short-Term (2 to 5 yrs.) to Intermediate-Term (5 to 7 yrs.)	Intermediate-Term (5 to 7 yrs.) to Long-Term (10+ years) Dependent on Land Acquisition and Funding
Responsible Parties	Village, Park District, Private Land Owner of Wickes site, and Interested Developer of Wickes Site	Village, Private Land Owners, Business Owners, and Private Developer/Retailer	Village, Army Corp of Engineers, Engineering Consultant	Village, IDOT, ICC, CN	Village, Metra, ICC
Potential Funding Sources	TIF, SSA, Private sector funds, Land Sales/Swaps, and CMAQ, STP, ITEP, TCSP, and Operation Greenlight funding for public improvements	TIF, SSA, Private sector funds, Land Sales/Swaps	TIF, SSA	TIF, SSA, CMAQ, STP, ITEP, TCSP, Operation Greenlight	TIF, SSA, Private sector funds, Land Sales/Swaps, and CMAQ, STP, ITEP, TCSP, and Operation Greenlight funding for public improvements and New Station

Project (cont.)	6. Acquire and Assemble Land and Build Connector Road in the Town Center West of the Tracks	7. Solicit Developers for Key Development Sites around Metra Station (as Village Acquires Large, Developable Tracts of Land)	8. Actively Encourage Rehabilitation and Redevelopment of Retail Centers on the South side of Dundee Road West of Wheeling Road	9. Design and Implement Comprehensive Streetscape Program for Key Commercial Corridors
Priority	High Priority – Cement Plant Medium to High Priority – Other Sites	Medium to High Priority	Medium to High Priority	Medium to High Priority
Timeframe	Immediate/Short-Term (2 to 5 yrs): Cement Plant Intermediate-Term (5 to 7 yrs) – Other Sites	Intermediate-Term (five to seven years) to Long-Term (10+Years) Dependent on Land Acquisition	Short-Term (2 to 5 yrs.) to Intermediate-Term (5 to 7 yrs.)	Intermediate-Term (5 to 7 yrs.)
Responsible Parties	Village, Existing Businesses and Land Owners	Village, Private Developer	Village, IDOT, ICC	Village, IDOT, ICC
Potential Funding Sources	TIF, SSA, Private sector funds, Land Sales/Swaps	TIF, SSA, Private sector funds, Land Sales	TIF, SSA, CMAQ, STP, ITEP, TCSP, Operation Greenlight	TIF, SSA, CMAQ, STP, ITEP, TCSP, Operation Greenlight

Abbreviations

Responsible Parties
Village = Village of Wheeling
IDOT = Illinois Dept. of Transportation
ICC = Illinois Commerce Commission
CN = Canadian National Railroad

Funding Sources
TIF = Tax Increment Financing
SSA = Special Service Area
TEA-21 = Transportation Equity Act for the 21st Century
ITEP = Illinois Transportation Enhancement Program
CMAQ = Congestion Mitigation and Air Quality Improvement Program
STP = Surface Transportation Act
TCSP = Transportation Community and System Preservation Program

Certain projects have been identified as high-priority or catalytic projects. Catalytic projects are expected to spur the most activity, investment, and redevelopment in the Study Area because of their high visibility. In addition, these projects appear to be the most feasible given land ownership and private sector development interest.

Redevelopment of the Study Area may occur in three general phases, as described below. The relative priority of projects could change if developer interest emerges or ownership patterns change.

Short/Immediate-Term projects refer to those sites that appear to have potential for redevelopment in the near future. Implementation of these projects should be underway within the next two to five years, although project completion could take longer. In general, these areas are characterized by vacant land and/or vacant and underutilized buildings, favorable ownership patterns, and developer interest. This category includes catalytic projects that will help jump start development in the Study Area and projects that are critical for future development, such as a comprehensive stormwater and compensatory storage plan.

Intermediate-Term projects include sites that have potential for development in the future, but where site acquisition and assembly is more difficult due to multiple property owners or lack of immediate development interest. Implementation of these projects should be underway within the next five to seven years, although project completion could take longer.

Long-Term projects include sites where acquisition and assembly characterized by multiple property owners, small site sizes, and/or other conditions or characteristics that suggest development in the near future would be unlikely. Implementation of these projects should be underway within the ten years or so, although project completion could take longer.

Action Steps for Key Projects

1. Collaborate with land owners, interested private developer, and Park District to redevelop Town Center area east of the tracks

Development on the east side of the town center should be pursued immediately because of land ownership and interest from private developers. Currently, most of this land is owned by the Village or the Park District. In addition, a private land owner is currently in discussions with a developer to redevelop the Wickes site on the southeast corner of Dundee Road and Northgate Parkway. The Village should collaborate with the land owner, interested developer, and the Park District to maximize developable land and ensure that the site planning is coordinated.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Catalytic Project – High Priority
- Timeframe: Immediate/Short-Term (two to five years)
- Responsible Parties: Village, Park District, Private Land Owner of Wickes site, and Interested Developer of Wickes Site

- Potential Funding Sources: TIF, SSA, Private sector funds, Land Sales/Swaps, and CMAQ, STP, ITEP, TCSP, and Operation Greenlight funding for public improvements

Action Steps

The Village should initiate the following activities for the redevelopment of this area:

- Meet with Wickes site owner and interested developer to ensure that planning is coordinated with the proposed Town Center concept.

- Meet with Park District officials, staff, and architect to discuss reconfiguration of Park District parking to optimize land use. Encourage Park District to begin design and programming for redevelopment opportunities as well as parking availability for the multiple users of the area.

- Investigate financing options including potential land swaps/sales to fund reconfiguration of parking and other facilities.

- Begin discussions with International Furniture, currently located in Dunhurst Plaza, to move closer to Wickes to provide opportunities for comparison shopping and critical mass within the Town Center.

- Begin planning for the construction of a connector street from the Wolf Road to the Town Center and identify funding sources. Steps should include:

    - Prepare schematic design
    - Prepare cost estimate
    - Seek funding
    - Prepare construction documents
    - Begin construction of connector street including underpass

- Conduct stormwater and utilities engineering studies of the entire Town Center, including a feasibility/cost assessment of burying power lines and creating shared stormwater/compensatory storage facilities.

2. Encourage and assist with redevelopment of vacant K-mart site

The Village should assist in the redevelopment of the vacant K-mart site, either as a big-box retail anchor or mixed-use residential/retail. This is considered a high priority project because the building is currently vacant and the current owners are seeking a buyer. A large vacant building creates a negative image for the Study Area. A major big box user for this site (if found) can create critical mass and attract additional retailers along Dundee Road and to the Town Center.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Catalytic Project – High Priority
- Timeframe: Immediate/Short-Term (two to five years) if big-box retail user is pursued; intermediate- to long-term if alternative development strategy is pursued
- Responsible Parties: Village, Private Land Owners, Business Owners, and Private Developer/Retailer
- Potential Funding Sources: TIF, SSA, Private sector funds, Land Sales/Swaps

Action Steps

A. Acquire storage rental facility for use as storm water detention

The Village should actively pursue the acquisition of the storage rental site behind the vacant K-mart building for use as storm water detention for the redevelopment of the K-mart site, whether the site is redeveloped as big-box commercial or as mixed-use retail and residential. This will maximize development of the site fronting both Dundee Road and Route 83.

- Prepare appraisals of site and obtain estimates of demolition costs
- Prepare environmental studies to establish remediation needs, including include a Phase I for the site
- Review property value and determine strategy for acquisition
- Investigate the possibility of using TIF to assist with property acquisition and demolition
- Decide to purchase or not to purchase
- Hire broker and/or other specialist to assist the Village with the land acquisition
- Review and negotiate terms

B. Pursue big-box/anchor retail user for site

The Village should continue to work with the current property owner to actively pursue a big-box/anchor retailer for this site. A retail anchor with a regional draw can help establish critical mass and draw other retailers along Dundee and to the future town center site. The Village could assist the current owner by contacting retail representatives through its involvement with the International Council of Shopping Centers and/or through specialized retail brokers. It can also provide TIF assistance for the redevelopment of the site. If the Village decides to assemble and acquire the site itself, it can recruit developers with experience in the targeted retail type.

C. Pursue alternative development strategy of site as mixed-use residential and retail

If a big-box retail user is not found for the K-mart site after 18 months, the Village should consider an alternative redevelopment of that site into mixed-use residential and retail. The Village may need to acquire this property if the current property owner is not willing to cooperate with the alternative development strategy.

- Meet with owners to discuss redevelopment of the site
- Assist relocation of Stasek Chevrolet to a more optimal location within the Village
- Prepare appraisals of site and obtain estimates of demolition costs
- Prepare environmental studies to establish remediation needs, including both a Phase I and Phase II assessment for the site
- Review property value and determine strategy for acquisition
- Decide to purchase or not to purchase the site
- Investigate the possibility of using TIF to assist with property acquisition and demolition
- Hire broker or and/other specialist to assist the Village with the land acquisition
- Review and negotiate terms
- Solicit a developer through RFQ/P process

3. Design and implement comprehensive plan for stormwater detention to support development program

The Village is currently working with a civil engineer, Christopher Burke and Associates, to prepare a plan that addresses the prevalent floodplain and floodway issues within the Study Area and the Village as a whole. Providing the necessary compensatory storage for storm water will be critical to implement the Plan.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority
- Timeframe: Intermediate/Short-Term (two to five years)
- Responsible Parties: Village, Army Corp of Engineers, Engineering Consultant
- Potential Funding: TIF, SSA Sources

Action Steps

The Village should coordinate with Burke and other agencies as appropriate to ensure that planning efforts for storm water detention can accommodate the proposed redevelopment program set forth in the Plan. This is a high priority project because of the prevalent floodplain and floodway issues throughout the Study Area. The Village should take a comprehensive approach to storm water detention to allow the development program presented in the Plan.

4. Prioritize and implement transportation, circulation, and roadway improvements

The plan recommends a number of transportation, circulation, wayfinding, and roadway improvements around the station area, along major commercial corridors, and at key intersections. These recommendations are detailed in the Transportation Improvements section.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority for Key Improvements; Medium to High Priority for Other Improvements
- Timeframe: Immediate/Short-Term (two to five years) to Intermediate-Term (five to seven years)
- Responsible Parties: Village, IDOT, ICC, CN, Private Sector Developer
- Potential Funding Sources: TIF, SSA, CMAQ, STP, ITEP, TCSP, Operation Greenlight

Action Steps

The Village should include the following activities to implement the transportation improvements presented in the Plan:

- Prioritize Improvements
- Meet with necessary agencies (e.g., IDOT, Illinois Commerce Commission, Metra, Pace, CN)
- Coordinate with developers of specific sites to incorporate transportation improvements and recommendations
- Prepare necessary engineering and construction documents
- Prepare cost estimate
- Seek funding and consider funding mechanisms such as TIF, SSA, TEA-21 funds, Operation Greenlight
- Begin construction and implement improvements

5. Redesign and reconstruct Metra station and reconfigure associated commuter parking and bus drop-off areas

A reconstructed Metra commuter rail station on the site will serve as a major focal point for the Town Center. This project is a medium to high priority because it will take time for the Village to acquire the land and coordinate with Metra and other necessary agencies to relocate the station, reconfigure the existing parking, and plan additional bus drop-off areas and bus shelters. Funding for relocating the commuter station and parking reconfiguration must be provided by the Village. However, if the Village decides to postpone the reconstruction of the commuter rail station due to funding constraints or other issues, the concept plan can be modified accordingly, with the relocation of the commuter station occurring in the long term (ten or more years). It should be noted that as phasing and reconfiguration of commuter parking spaces occurs, given Metra's FTA agreements, the total number of commuter parking spaces will need to remain, at a minimum, at their current level throughout the entire development process.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Medium to High Priority
- Timeframe: Intermediate-Term (five to seven years) to Long-Term (10+ years); Dependent on Land Acquisition and Funding
- Responsible Parties: Village, Metra, ICC, Pace
- Potential Funding Sources: TIF, SSA, Private sector funds, Land Sales/Swaps, and CMAQ, STP, ITEP, TCSP, and Operation Greenlight funding for public improvements and a new station

Action Steps

The process for reconstructing the station includes the following general steps:

- Create a financing plan, defining the role of Metra and the Village in the reconstruction process, and developing an agreement that defines station ownership and maintenance responsibilities.

- Secure funding for any project costs to the Village. Possible sources of funding include:

  - Congestion Mitigation and Air Quality Improvement Program (CMAQ) – A federally funded program that targets projects reducing congestion and/or improving air quality. Transit facility and commuter parking improvement projects are eligible for this funding.

  - Operation GreenLight Capital Improvement Program – An Illinois Department of Transportation Program that seeks to improve transit operations.

- Select an architect for the project and complete the station design process.

- Construct station and associated parking.

- Work with Pace to coordinate and plan the placement of bus drop-off areas and bus shelters as development of the station area progresses.

6. Acquire and assemble land and build connector road in the Town Center west of the tracks

The various industrial uses located on the west side of the railroad tracks are not compatible with the "town center" concept envisioned for the Station Area and should be redeveloped into commercial and residential uses. The Village should acquire the land in this area and relocate the current businesses, beginning with the largest use in the area: the cement plant.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority for Cement Plant; Medium to High Priority for Other Sites
- Timeframe: Immediate/Short-Term (two to five years) for Cement Plant and Intermediate-Term (five to seven years) for Other Sites
- Responsible Parties: Village, Existing Businesses and Land Owners
- Potential Funding Sources: TIF, SSA, Private sector funds, Land Sales/Swaps

Action Steps

The Village may need to hire specialists and consultants to prepare needed assessments and plans for the following activities. The Village can then begin the process of implementation through land acquisition and site assembly, as described below.

- Prepare appraisals of properties to be acquired and obtain estimates of demolition costs.

- Conduct environmental studies to establish remediation needs. This would include both a Phase I and Phase II assessment for the site.

- Estimate the total cost and impact of redevelopment on the TIF district created in November, 2003.

- Prepare a budget for plan implementation. This would include identifying potential funding sources (including TIF funding) and establishing a project phasing plan for site redevelopment.

- Hire broker or and/other specialist to assist the Village with the land acquisition and assembly

- After the suggested studies and plans have been complete, the Village must decide whether to purchase the property, and if so, review and negotiate the terms of the property acquisition

and relocate existing businesses to other suitable sites within the Village. It is important to note that acquisition and business relocation may be costly and time consuming.

- Begin planning for the construction of a connector road between adjacent neighborhoods to the west and station area and locate funding sources for this project. Steps include:

    - Prepare schematic design
    - Prepare cost estimate
    - Seek funding
    - Prepare construction documents
    - Begin construction of connector road

7. Solicit developers for key development sites around Metra station (as Village acquires large, developable tracts of land)

Once the Village has acquired a large, developable parcel of land, it should begin the developer solicitation process for key sites west of the railroad tracks.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Medium to High Priority
- Timeframe: Intermediate-Term (five to seven years) to Long-Term (10+Years); Dependent on Land Acquisition
- Responsible Parties: Village, Private Developer
- Potential Funding Sources: TIF, SSA, Private sector funds, Land Sales

Action Steps

Municipalities often solicit developers through the Request for Qualifications/Proposals (RFQ/P) process, which typically involves the following steps:

- Refine concept plan for specific site(s) and draft development guidelines

- Determine developer strategy and identify developers

- Prepare prospectus for developers

- Contact and solicit developers

- Review developer proposals/capabilities and recommend a developer for negotiation (may be a two-step process of initial review of qualifications followed by specific proposals)

- Select a developer

- Negotiate redevelopment agreement and development details (usually Planned Development)

- Detailed planning, permit review, and complete private financing
- Financing of public sector portions
- Ground breaking

8. Actively encourage rehabilitation and redevelopment of retail centers on the south side of Dundee Road west of Wheeling Road

The Village should collaborate with the current owners and tenants of the retail areas on the south side of Dundee Road between Wheeling Road and the Jack London School and the shopping center on the northeast corner of Dundee Road and Wheeling Road/McHenry Road in planning the rehabilitation, modernization, and possible redevelopment of these sites. Recommended improvements are detailed in the report.

Phasing, Responsible Parties, and Potential Funding Sources

Priority: Medium to High Priority
Timeframe: Short-Term (two to five years) to Intermediate-Term (five to seven years)
Responsible Parties: Village, IDOT, ICC
Potential Funding Sources: TIF, SSA, CMAQ, STP, ITEP, TCSP, Operation Greenlight

Action Steps

The Village should work closely with developers and property owners to ensure consistency in the quality of rehabilitation. The Village could provide TIF assistance through a Small Business Improvement Fund (SBIF) and/or work with local financial institutions to create funding pool for façade and other improvements. A SBIF program could provide matching grants or loans to the owners of commercial properties to rehabilitate buildings.

9. Design and implement comprehensive streetscape program for Dundee, Wheeling, and McHenry Roads including signage

The Village should prepare and implement an urban design and streetscaping program for main corridors that serve as arterials throughout the Village and serve as gateways into the community. Specific urban design elements can help shape the identity and character of these areas and maintain the positive image of the community. Specific design elements can include streetscape, identity/wayfinding signage, bus shelters, and gateway monuments.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Medium to High Priority
- Timeframe: Intermediate-Term (five to seven years)

- Responsible Parties: Village, IDOT, ICC
- Potential Funding Sources: TIF, SSA, CMAQ, STP, ITEP, Operation Greenlight

Action Steps

The Village should include the following activities to implement a comprehensive streetscape and signage program along major corridors in the Study Area:

- Prepare Prototype Design/Design Palette (Landscape Architect)
- Identify Corridors and Placement of Gateway treatments
- Design Engineering/Working Drawings (Engineer & Landscape Architect)
- Prioritize Construction
- If Necessary, Consider Funding Mechanisms Such as TIF or SSA
- Implement

Roles and Responsibilities

In order for the various recommendations in the Plan to be successful, the Village must work in coordination with other public agencies, local business and property owners, private sector developers, neighborhood organizations, and specialized professionals.

Key participants in the implementation of the Wheeling Station Area Plan should include the following:

Village of Wheeling. The Village will have a key leadership role in implementing the Plan. The Village's continued active participation in promoting, coordinating, and facilitating public improvements and redevelopment within the Study Area will be critical for successful implementation. The Village will also need to provide continued technical and financial resources for redevelopment and public improvements.

Key roles and responsibilities of the Village will include:

- Coordinate with other governmental entities, private land owners, and developers to ensure that the projects conform to the guidelines and objectives presented in the Plan
- Administer technical and other assistance to property owners, developers, and businesses
- Implement comprehensive stormwater detention plan to allow the proposed redevelopment program

- Initiate studies and plans for the construction of new roadways and for transportation improvements to existing roadways and coordinate with necessary agencies to implement feasible transportation improvements

- Assemble sites for redevelopment where necessary

- Initiate the preparation of developer Requests for Qualifications and Requests for Proposals for Village-owned development sites

- Seek out grants and funding sources for the commuter station and other public improvements

- Relocate existing businesses, where necessary, to other suitable locations within the Village to allow for redevelopment of key sites

- Ensure that codes and ordinances that govern land and building development , including zoning, storm water detention, sub-division regulations, and building codes, support and complement redevelopment projects proposed in the Plan

Other Governmental Agencies: Although the Village will have a key leadership role in implementing the plan, other governmental agencies will be involved in the process, including, but not limited to:

- **Metra and Pace:** The Village will need to coordinate with Metra on the relocation of the existing commuter station and reconfiguration of commuter parking. Funding for relocating the commuter station and parking reconfiguration must be provided by the Village. Also, the Village should coordinate with Pace regarding drop off/pick up locations near the commuter rail station, the location of bus shelters, and potential future employee shuttle services.

- **Illinois Department of Transportation (IDOT):** The Village will need to coordinate with IDOT for roadway improvements, and for technical studies and grant related to roadway improvements.

- **US Army Corps of Engineers:** Has jurisdiction over all wetlands and US Waterways. The Village may need to coordinate with the US Army Corp of Engineers in its stormwater detention plans.

- **Illinois Commerce Commission (ICC):** The ICC establishes and regulates general safety requirements regarding tracks, facilities, and equipment belonging to rail carriers within Illinois. The ICC regulates the relocation of the commuter rail station and will ultimately approve all new roadway crossings of existing rail lines.

- **Wheeling/Prospect Heights Area Chamber of Commerce and Industry:** The Chamber, working in coordination with the Economic Development Commission, can assist Village staff with marketing and promotional efforts, and in coordinating with existing business and property owners.

Private Sector. Developers, local businesses, and financial institutions can play a key role in the redevelopment of the Study Area and implementation of the Plan:

- **Private Developers.** The Village should coordinate with interested developers to ensure that proposed development in the Study Area is consistent with the Plan. In addition, private developers should be recruited to develop residential, retail, and mixed-use projects that comply with the goals and objectives of the Plan as the Village acquires large, developable tracts of land.

- **Local Businesses and Property Owners.** Individual businesses and property owners within the Study Area should maintain and upgrade their property to conform to the overall guidelines and improvements of the plan. In some cases, existing businesses may need to relocate, with the Village's assistance, to other suitable locations within the Village to accommodate the recommendations of the plan.

- **Financial Institutions.** Local lenders can provide assistance in upgrading existing properties by offering special programs for building and facade improvements and repairs, and can facilitate redevelopment by financing projects within the Study Area.

Specialized Professionals. The Village may need to coordinate with specialized professionals to conduct more detailed studies and plans to assist the Village with the implementation of the Plan, including:

- Engineering professionals for existing roadway improvements and construction of new roadways, stormwater detention plan, environmental testing of key sites for acquisition, and other key public improvement projects

- Architecture/landscape architecture professionals to prepare urban design and streetscaping improvements

- Real estate and development professionals to assist with land assembly/acquisition and developer recruitment/negotiation

Financing Sources

Many of the recommended projects and improvements will require financial assistance to be implemented. Where possible, local, state, and federal funding sources should be used to leverage private sector dollars.

The following summarizes key financing tools and programs to implement the recommendations of the Plan:

TAX INCREMENT FINANCING (TIF)

The Dundee/Wheeling Road TIF District, established in November 2003 and encompassing the Study Area, will provide funding for eligible costs over the next 23 years. Tax Increment Financing (TIF) is a program that allocates future increases in property taxes from a designated area to pay for improvements only within that area.

Under TIF, the increases in taxes from new development and redevelopment of existing structures, or increases in taxes due to equalization or rate changes are all allocated to the Village. The other districts continue to share the taxes that were being paid prior to creation of the district. All properties in the district are assessed in the same manner as all other properties and are taxed at the same rate. TIF is not an increase in taxes; it is only a re-allocation of how they are used. Increases in property taxes are due to reassessment and rate increases, not TIF.

There are three general categories of activities that may be supported by tax increment funds under the provisions of the Act:

Public Improvements

- Provision or Rehabilitation of Public Improvements and Facilities
- Streets
- Streetscaping
- Other Infrastructure
- Parking

Development/Redevelopment/Rehabilitation Activities

- Assembly and Acquisition of Sites, Demolition, and Site Preparation Including Engineered Barriers Addressing Ground Level (or Below) Contamination
- Rehabilitation, Reconstruction or Repair or Remodeling of Existing Public or Private Buildings or Fixtures.
- Relocation Costs to the Extent That a Municipality Determines That Relocation Costs Shall Be Paid or Is Required to Make Payment of Relocation Costs by Federal or State Law.

- Environmental Remediation
- Interest Costs Incurred Related to the Construction, Renovation or Rehabilitation of a Redevelopment project (generally up to 30% of interest, but up to 75% of interest costs incurred for rehabilitated or new housing units for low- and very low-income households)
- Costs of the Construction of Low Income Housing (up to 50%)

Administrative Support and Financing

- Job Training, "Welfare to Work," and Related Educational Programs
- Costs of Studies, Surveys, Development of Plans and Specifications, Implementation and Administration of the Redevelopment Plan
- Financing Costs Related to the Issuance of Obligations
- Payments in Lieu of Taxes

TIF is one of the few funding mechanisms available to local governments and has proven to be very effective in spurring redevelopment and public improvements within communities.

SPECIAL SERVICE AREAS (SSA)

A special service area (SSA) is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality or jurisdiction. This type of district allows local governments to establish such areas without incurring debt or levying a tax on the entire municipality. In short, an SSA allows local governments to tax for and deliver services to limited geographic areas within their jurisdictions.

SSAs are a unique financing tool that can be used to support and implement a wide-array of services, physical improvements and other activities. Among the list of common services and activities provided by SSAs are the following:

Infrastructure Improvements

- Streetscaping/Landscaping
- Lighting
- Benches
- Trash Receptacles
- Alley Repaving
- Curbs
- Sidewalk Paving
- Street Improvements
- Storm Sewers
- Sanitary Sewers
- Parking Lots or Garages

Land and Building Improvements

- Redevelopment
- Store Front Improvements, Grants or Loans
- Interior Rehab/Build-out Assistance

Support Services

- Marketing
- Special Events
- Seasonal Decorations
- Promotion/Advertising
- Tenant Search/Leasing Support
- Transportation (e.g., Trolley)
- Improved Snow and Trash Removal Services
- Security Improvements/Services
- Improved Parking Enforcement Services
- Maintenance Staff/Activities
- Planning/Marketing Consulting
- Program Administration
- Membership Services
- Public Relations Activities
- Store Window Display Assistance
- Stormwater Detention Maintenance

The steps in creating an SSA are not overly complex. However, success depends largely in obtaining the support of property owners and tax payers in the SSA.

TRANSPORTATION AND INFRASTRUCTURE IMPROVEMENTS

A number of state and federal funding sources are potentially available to assist the Village in implementing the transportation and infrastructure improvements detailed in the Plan. Several of the funding sources may be committed until the next funding cycle. Programs discussed below should be considered in combination with one or more other funding sources.

The Transportation Equity Act for the 21st Century (TEA-21) includes the ITEP, CMAQ, and STP Programs, and generally requires that a project have a local sponsor (the Village of Wheeling) and evidence of local support. Some programs must be reauthorized as part of the federal transportation legislation in order for projects to receive funding beyond 2004.

- **Illinois Transportation Enhancement Program (ITEP).** Administered by the Illinois Department of Transportation, eligible projects for this funding include bicycle/pedestrian facilities, streetscaping, and landscaping. Federal reimbursement

is available for up to 50% of the cost of right-of-way and easement acquisition and 80% of the cost for preliminary engineering, utility relocations, construction engineering, and construction costs.

- **Congestion Mitigation and Air Quality Improvement Program (CMAQ)**. A federally funded program administered by CATS that targets projects reducing congestion and/or improving air quality. Eligible project types include transit facility improvements, commuter parking lots, traffic flow improvements, and bicycle/pedestrian projects are eligible for this funding.

- **Surface Transportation Program (STP).** STP provides flexible funding that can be used, among other uses, for transit capital projects and intra- and inter-municipality bus terminals and facilities. STP funds are allocated to regional councils who then distribute the funds to local sponsors. Award of this funding takes into account the regional benefits provided by the project among other factors.

- **Transportation Community and System Preservation Program (TCSP).** This program provides funding for planning and implementation grants for transportation improvement strategies. Examples include policies and strategies that implement transit oriented development plans, traffic calming measures, and others. This is a more competitive funding source obtained directly through the United States Department of Transportation for innovative transportation projects.

Operation Greenlight. This program is administered through the Illinois Department of Transportation Public Transit Division and provides comprehensive efforts to control and reduce urban congestion. Examples of eligible projects include: traffic signal preemption for transit vehicles, improved vehicular and bicycle access to commuter rail stations, expanded parking at commuter rail stations, pedestrian access enhancements, and commuter rail grade crossing improvements.

Illinois Tomorrow. This initiative utilizes a variety of state programs to promote the efficient use of transportation facilities and an improved quality of life. It funds activities that promote the integration of land use, transportation, and infrastructure improvements along major transportation corridors. Eligible projects include bus, rail, and mass transit infrastructure needs; improvements to the state's highways and bridges; inner Village passenger service, local rail freight operations and high speed rail; bike paths and pedestrian facilities; and local infrastructure projects.

Appendix A: Community Meeting Summaries

Village of Wheeling
Station Area Plan

7-16-03 Community Input/Listening Workshop

Meeting Notes

The consultant team of *S. B. Friedman & Company*, The Lakota Group, and Metro Transportation Group is preparing for the Village of Wheeling a Station Area plan for the area surrounding its Metra Station, including portions of Dundee Road and areas north of Dundee Road. The plan will seek to make the area more transit friendly, determine compatible land uses, improve access, alleviate congestion, determine the area's development potential, and provide realistic development strategies to implement its recommendations.

The purpose of the July 16th Community Input/Listening Workshop was to receive input on area issues, opportunities, goals, and objectives from a variety of participants, including Village officials and staff, local business owners and organizations, developers, community organizations, and residents.

After a brief introduction, project team members presented an overview of preliminary findings concerning demographic, market, community, land use, and traffic conditions in the study area. Following this presentation, participants were divided into four "break-out" groups to discuss the area's weaknesses and opportunities for future development and improvement. Participants then regrouped to report the results of each small group's discussion to the entire workshop. The project team concluded the workshop with an overview of the next steps in the planning process. A Community Review and Feedback Workshop is scheduled for September 23, 2003. At this workshop the consultant team will present draft plans and strategies. The objective of this meeting is to achieve consensus on the recommended development opportunities and strategies for the study area.

The following is a consolidated summary of the study area strengths, weaknesses, and opportunities as discussed by the small groups:

Strengths

- Park facilities, including the Aquatic Center and athletic fields
- Metra Station
  - Central location
  - Future double tracking to improve service
- Location
  - Convenient access to major arteries and airport
  - Heart of community (i.e., near Village Hall and other civic areas)
- Solid industrial base with sound tax base
- Dundee Road businesses
  - Established, long-term businesses
  - Traffic along Dundee Road brings in business
  - Spaces and sites available for development (i.e., Wickes, K-Mart)
- Quality Police and Fire Protection
  - Emergency signal pre-emption
- Diverse ethnic community
- Palwaukee Airport

Weaknesses

- Flood Issues- a large portion of the study area is in the floodplain or floodway
- Metra Station Issues
  - Inappropriate uses around station (i.e., cement plant)
  - Lack of pedestrian/bike access to station
  - Poor location
  - Poor service
- Traffic Issues on Dundee Road
  - Congestion on Dundee Road between Wheeling Road and U.S. 83
  - Lack of left turns on Dundee Road and difficult access to most businesses
  - Excessive curb cuts
  - Railroad delays- which will increase with future double tracking
- ComEd Power Line
  - Barrier to study area access from nearby residential neighborhoods
  - Limited development options in power line right-of-way
  - Eyesore
- Connectivity
  - Lack of east/west road/street, and pedestrian and bike connection to study area
  - Difficult access to Metra Station from residential area south of Dundee Road and west of Wheeling Road
- Retail Issues
  - No “Downtown” shopping area
  - Empty or underutilized big box retailers taking up disproportionate space compared to customer base
  - Retail needs modernization/improvement
  - Small commercial lots

- Wrong mix of stores
- Lack of entertainment uses
- Disproportionate taxing of commercial uses by Cook County
- Lack of continuity between retail and industrial uses
- Inadequate separation of residential and retail uses south of Dundee Road between Wheeling Road and Route 83.

- Lack of streetscape on Dundee Road
- Lack of community, multi-modal transit system
- Deteriorated, inefficient, and/or unattractive shopping centers

Concepts/Ideas

- Pedestrian/Bike Path Access
  - Along waterways (Buffalo Creek)
  - Along ComEd easement
  - Between activity centers
  - Active pedestrian environment in the study area
- Train Crossings
  - Grade separation for major roads
  - More east and west railroad crossings
- Train Station
  - Move station north or south
  - More retail and residential development around the station (See "Development in the Study Area" below)
- Traffic Improvements
  - Conduct an origin/destination study of the study area
  - Bus station and more local transit connecting the train station to the rest of the community
  - Traffic signal priority for local transit
  - Designated spaces for carpool/vanpool
  - Improved traffic signalization for better traffic movement
  - Turn lanes on Dundee Road
  - Connection between Northgate Parkway and Wheeling Road
  - Move Northgate Parkway to the east
  - Better access between residential areas to the north, west, and east of the site
- Area Development
  - Create a Town Center with residential uses, parks, and shops
    - Promote commercial/residential mixed uses, especially for K-Mart and Wickes sites (ex. 1st floor commercial with residential above)
    - Attract more family-oriented development
    - Encourage more development that attracts younger residents
    - Develop more entertainment uses in the study area including more teen activities
    - Encourage a high-end mix of restaurants & retail
    - Construct buildings with character (e.g., brick)
  - Encourage more residential development

- ü High-end single family homes and townhomes
- ü Higher density residential uses that generate more activity

Á Improve infrastructure and site conditions to increase possibilities for development

- ü Add a berm between residential and retail uses along Dundee Road
- ü Remove some industrial uses and create better separation between industrial and residential/commercial uses
- ü Assemble deeper retail lots (south side of Dundee Road)

Á Strengthen business environment

- ü Coordinate with existing businesses to update and improve existing development (facades, landscaping, streetscaping, etc.)
- ü Develop a marketing program for the area

Á Attract mid-sized anchors to the study area

Á Focus on redeveloping vacant or blighted areas first

ç Parking

Á Shared daytime and evening uses

Á Shared parking between businesses along Dundee Road

ç Detention

Á Shared detention for area developments

Á Area detention at Northgate Parkway

ç ComEd Lines - Better use of ComEd right-of-way (i.e. bury lines, mono-poles, relocation)

ç Ensure that future development increases tax revenues for local education

ç Maintain open communication process

ç Recognize existing businesses and include them in the planning process

Village of Wheeling
Station Area Plan

9-23-03 Review and Feedback Workshop

Meeting Summary & Preferred Concept Plans

Prepared October 9, 2003

The consultant team of *S. B. Friedman & Company*, The Lakota Group, and Metro Transportation Group (the Consultant Team) is preparing a Station Area plan for the Village of Wheeling for the area surrounding its Metra Station, including portions of Dundee Road and areas north of Dundee Road.

The Consultant Team presented alternative concepts for the Study Area at workshop held on September 23, 2003. The purpose of the workshop was to gather input on the alternative concepts and build consensus for a preferred plan. Attendees included Village officials and staff, local business owners and organizations, developers, community organizations, and residents.

Consultant Team members discussed overarching land use, market, and traffic/transit issues and opportunities, followed by a presentation of the concept plans for the Study Area. The concept plans were presented by the following sub-areas:

- Metra Station Area, including Village Hall and Recreation Complex (Sub Area C)
- Areas North and South of Dundee Road between Wheeling Road and Route 83 (Sub Area B)
- Northwest and Southwest Corner of Dundee Road and Route 83 (Sub Area A)

Alternative concept plans (min-mid-max) were presented for each sub-area (copies of these plans are attached in Appendix 1).

Following the presentation, participants divided into small, facilitated groups to discuss their preferred concepts, concerns, and additional ideas. Participants then regrouped to report the results of each small group's discussion to the entire workshop. The Consultant Team concluded the workshop with an overview of the next steps, which includes incorporating community and Village input into a final station area plan and then developing an implementation strategy.

Summary of Community Input/Feedback and Preferred Concept Plans

The following is a consolidated summary of participants' feedback to the concepts presented for each of the three sub-areas followed by what the Consultant Team believes to be the preferred concept plan for each sub-area based upon this input. In most cases, the preferred concept plan is a combination of elements from the concepts presented for each sub-area and/or additional ideas presented at the workshop. Copies of the concept plans presented at the workshop (Appendix 1) and a graphic depiction of each preferred concept plan (Appendix 2) are attached. The preferred concept plan for each sub-area will be refined based on further input from the Project Committee, Village staff, public officials, RTA, Metra, and Pace.

AREA SURROUNDING METRA STATION (SUB AREA C)

Summary of Community Input/Feedback

- Favored Concepts
  - Increased interconnected access:
    - Pedestrian/bike/vehicular access from neighborhoods to the west;
    - Vehicular/pedestrian connection between east and west sides of track;
    - Alternative access to Recreation Center from Dundee Road (east of Northgate) to allow for easier entrance and exit
    - Vehicular/pedestrian connection from the site to Wolf Road
    - Vehicular connection to business park to south
  - Increased retail presence along Dundee Road
  - Remove all industrial uses from west side of tracks
  - Consider new village hall in development of the area
  - Include residential uses in development
  - Keep residential uses close to Recreation Center
- Concerns
  - Access from Wolf Road should not bisect athletic fields nor cut between Recreation/Aquatic Centers
  - Concern that below-grade crossing of railroad tracks would discourage pedestrian access
  - Ensure a good mix of retail – not too many rowhomes
  - Only retail uses along Dundee
  - Soil and flood conditions that could limit the potential for adding the new road/street connections shown in the concepts.
- Additional Ideas
  - Consider moving potential Village Hall site to either the west side of the tracks or along Dundee Road (increase its visibility as a community icon)
  - More parking and closer parking for athletic fields
  - More mixed-use (retail and residential) buildings
  - Explore possibilities of more evening/entertainment uses – restaurants, theatre, etc.

- Consider assisted living or senior housing options for the area
- Consider a senior center use for the area
- Consider keeping retail on one side of tracks and residential on the other
- Parking: Parking in front of retail for shoppers, parking structure for commuters, and 1st-floor parking for condominiums
- Consider more retail uses
- Cul-de-sac and parking off Highland
- Improved pedestrian crossings over tracks – more at-grade crossings or enclosed 2nd or 3rd story crossing over tracks
- Put most office uses over 1st-floor retail

Preferred Concept Plan

Concept 3, the "maximum" development concept, appeared to be the favored plan for the station area. This concept includes the following elements (see attached graphic):

- Retail anchors along Dundee Road
- A town center development on the east side of the tracks, potentially including a new Village Hall, retail, condos, and a central parking deck
- Redevelopment on the west side of the tracks, including retail and condos
- Metra parking reconfigured along the tracks
- A pedestrian/vehicular roadway connection from Wheeling Road to residential neighborhoods to the west
- An expansion/reorganization of athletic fields
- East/west connector street between Wolf and Northgate (but not bisecting the athletic fields)
- New compensatory water storage detention on the north side of Dundee with potential lake/creek-walk and overlooks
- A vehicular/pedestrian underpass to connect east and west sides of tracks
- A vehicular roadway connection to business park to south.
- Consistent streetscape along Dundee Road

Although it was generally agreed that the area needs an east/west connector between Wolf Road and Northgate Parkway, most participants did not want the road to bisect the athletic fields or the aquatic/recreation center (see modifications to sub-area graphic).

In addition there was some concern that the central location within the town center shown as a potential new Village Hall site may also be a good site for retail, office or residential. The final report will acknowledge that the overall town center concept is a mixed-use development and that an activity generator such as a Village Hall could be located there, as well as retail, office, and residential.

AREAS NORTH AND SOUTH OF DUNDEE ROAD BETWEEN WHEELING ROAD AND ROUTE 83 – INCLUDING VACANT K-MART SITE (SUB AREA B)

Summary of Community Input/Feedback

- Favored Concepts
  - Reconfiguring retail on the south side of Dundee Road to allow for shared parking and improved access OR
  - Replacing retail on south side of Dundee Road with residential
  - Re-use of K-mart site with other big box development OR
  - Removing K-mart building altogether and reconfiguring site to make retail more visible
- Concerns
  - Uses on the west side of Route 83 don't present a new image for the area
  - This area may have too much traffic to be ideal for residential
  - The cost of assembling the properties and creating stormwater detention and compensation areas may be prohibitive for a complete redevelopment of the overall block between Route 83 and Wheeling/McHenry Road north of Dundee
- Additional Ideas
  - Wheeling Road/Dundee Road/McHenry Road intersection is awkward – explore the possibility of reconfiguring this intersection
  - Explore possibility of expanding Bill Stasek Chevrolet into K-mart site with an additional car dealer and adding supporting retail uses on the existing Stasek site
  - Consider aligning shopping center access across McHenry Road and across Route 83 and explore possibility of signalization
  - Explore use of diagonal parking in front shopping center at northeast corner of Dundee and McHenry

Preferred Concept Plan

Concept 1 with elements of Concepts 2 and 3 appeared to be the preferred plan for this sub-area. An alternative concept was also discussed for an "auto mall". The preferred concept plan includes the following elements (see attached graphic):

- Redevelopment of the former K-mart building (renovation of existing building, including façade improvements or new construction) with big box format, such as a home improvement store
- Reorganize/realign parking in front of former K-mart building and add landscape/streetscape
- New retail at the northeast corner of Dundee and McHenry
- Reconfiguration of the shopping center parking/circulation at the northeast corner of Dundee and McHenry
- New condos on south side of Dundee between Route 83 and George Road (from Concept 3)
- Consistent streetscaping and landscaping along Dundee
- Corner landscape treatments at key arterial road intersections

- An alternative concept for the north side of Dundee was generated, which includes relocating Stasek Chevrolet to the west (K-mart site) and expanding its site to accommodate one or two additional car dealerships, creating an "auto mall." Retail and office development would be included on the northwest corner of McHenry and Dundee, just east of the auto dealers, creating a synergy with customers of the auto mall (drop off car for services and get a cup of coffee while waiting, etc.). This concept needs to be further discussed at the Progress Meeting with the Committee. The Consultant Team can prepare a concept drawing as part of the final plan, which can be integrated into the plan for the K-mart site or kept as an option.

SOUTHWEST CORNER OF DUNDEE ROAD AND ROUTE 83 (SUB AREA A)

Summary of Community Input/Feedback

- Favored Concepts
  - New façade and streetscaping,
  - Adding residential (especially rowhomes) to the back of the site
  - Align retail buildings, moving up and aligning buildings that sit too far back on the site
- Concerns
  - The large detention pond at the site should be an attractive feature, blending in with surrounding uses
- Additional Ideas
  - Consider mixed-use, residential over retail for the site
  - Consider entertainment uses for the retail portion of the site
  - Consider safety issues with school to the west

Preferred Concept Plan

Concept 2 with some revisions appeared to be the preferred concept plan for this sub-area, as described below (see attached graphic):

- Shopping center on south side of street: maintain existing retail building on east end with improved façade; develop new retail building on west end because of odd set back and configuration of existing buildings; and reorganize and landscape parking
- An attractive detention pond south and west of existing shopping center
- New townhomes or rowhomes behind the shopping center along Jenkins Court
- Pedestrian path or bridge between Jack London School and shopping center
- New restaurant on north and south sides of Dundee, just west of Route 83
- Gateway signage at Dundee and Route 83 intersection

Appendix B: Analysis of Existing Ordinances and Documents

Analysis of Existing Ordinances and Documents

The Lakota Group (Lakota) conducted a review of the Village ordinances and documents that may impact future development in the Study Area.

CAPITAL IMPROVEMENT PROGRAM

The following projects are programmed for Dundee Road and other portions of the Study Area. The CIP list includes funding for projects from 2003-2007.

- Dundee Road Pedestrian Overpass Bridge Rehabilitation (near Jack London School) (2003)
- Dundee Road Fence Screening Treatment (2003-2004)
- Dundee Road Sidewalks - Acquisition and Construction (2003-2005)
- Dundee Road Burial of Overhead Utilities (2003-2006)
- Route 83 (Elmhurst Road) Improvements (2003)
- Route 83 (Elmhurst Road) Street Lighting (2004)
- Route 83 (Elmhurst Road) Burial of Overhead Utilities (2005-2006)
- Wheeling Bike Path-Dundee Road to Lake-Cook Road (2003)
- Wheeling Metra Station Expansion (2005)

SUBDIVISION REGULATIONS

The subdivision regulations contain information/design standards regarding streets, sidewalks, street trees, signage and other infrastructure.

FLOODPLAIN REGULATIONS

The Floodplain Regulations contain information regarding the various flood areas within the Village and Study Area. They describe the use of:

- Flood Fringe – portion of floodplain outside floodway (Section 22.14)
- Floodways – Wheeling Drainage Channel (Section 22.16)
- SFHA (Special Flood Hazard Area) – entire base flood area subject to flooding (Section 22.18)
- Permitting Requirements for all "Floodplains" - land adjacent to channel with ground surface at or below base flood elevation. (Section 22.20)

It should be noted that the majority of the Study Area is within Flood Zone AE with base flood elevations determined. New development is strictly regulated within the flood zone. Parks, open space and recreational areas should be considered as vacant sites within the flood zone.

COMPREHENSIVE PLAN

The Comprehensive Plan is currently being updated. As of March 2003, the *Public Hearing Draft* contained various goals, objectives and policies regarding the Study Area.

Goals/Objectives/Policies

Community Image Objective: Page 10 – Also see related Goal/Policies.

- ∉ Enhance the Dundee Road Corridor as Wheeling's "Main Street".

(Note: This objective may conflict with the auto-oriented nature of Dundee Road.)

Environmental Stewardship Policy: Page 13 – Also see related Objective and other Policies.

- ∉ Encourage use of flood prone land for public open space, recreation, wildlife habitat and pedestrian trails.

Business & Commercial Areas Objective: Page 15 - Also see related Goal/Policies.

- ∉ Promote growth and redevelopment of business and commercial areas.

Parks & Open Space Policy: Page 20 - Also see related Objective and other Policies.

- ∉ Provide open space along waterways to allow for public access and enjoyment.

Transportation Policy: Page 21 - Also see related Objective and other Policies.

- ∉ Promote transit-oriented development around Metra Station.

Dundee Road Sub-Area – Page 43

The draft Comprehensive Plan includes various planning sub-areas that were identified by the Plan Commission. The Dundee Road Sub-Area has been identified as an opportunity area for redevelopment activity. This sub-area contains the entire Study Area as well as additional area along Dundee Road. The following land use and development issues have been identified within the sub-area:

- ∉ Floodway Issues
- ∉ Older development and outdated uses ready for redevelopment
- ∉ Redevelopment sites/opportunities (K-mart, Auto Dealer)
- ∉ Streetscape improvements needed along Dundee Road
- ∉ Existing industrial uses near Metra Station do not complement TOD
- ∉ Older, outdated multi-family housing creates negative image
- ∉ Heavy traffic congestion at peak periods along Dundee Road
- ∉ High concentration of public uses along Dundee near Metra

The Comprehensive Plan identifies the K-mart and adjacent auto dealership sites as "redevelopment opportunities for transit-oriented development". Although these sites need careful planning to be properly redeveloped, the distance from the train station (1/2 to 3/4 mile)

combined with the auto-oriented nature of Dundee Road may limit the walking transit oriented development potential of these sites. The TOD potential within ½ mile of the station is greater and includes the area immediately adjacent to the station where industrial uses currently occupy, and the Wickes/Burger King/parking lot area to the east. Mixed use commercial and office uses with denser development should still be considered for the K-mart and Auto Dealer sites due to their close proximity for driving and bus access. Residential uses will also be explored.

The Comprehensive Plan goes on to explain future land use around the Dundee Road corridor as a majority of commercial but also with public/civic uses (Page 52). Recommendations for "Transit-Oriented Mixed-Use" are made for the area around Metra to encourage both residential and commercial/retail uses. The area around the Metra Station is primarily zoned industrial.

To achieve a "Transit-Oriented Mixed-Use" district, the industrial districts would need to be rezoned to a business district, thus and allowing a Planned Development could achieve a mixed commercial and residential land use according to the Village's Code.

Town Center Concept Plan – Page 56-57

The Comprehensive Plan proposes a "town center" concept to illustrate potential redevelopment around the Metra Station. The Plan builds upon nearby existing public uses to create a town center with a mix of commercial, multi-family residential and public uses. This concept is explored in the Station Area Plan.

Dundee Road Streetscape - Pages 58-59

A streetscape plan is also recommended for the Dundee Road corridor with new sidewalks, parkways, medians, etc. Key recommendations for streetscape improvement and an illustrated Dundee Road cross-section are provided.

Floodways and Floodplains – Page 69

The floodways and floodplains within Wheeling are described in this section.

ZONING ORDINANCE

There are seven different zoning districts within the Study Area. These include five business districts and two industrial districts:

- B-1 – Planned Shopping Center District
- B-2 – Neighborhood Commercial District
- B-3 – General Commercial District
- B-4 – Highway and Service Commercial District
- B-5 – Office District Regulations
- I-1 – Restricted Industrial District
- I-2 – Limited Industrial District

B-1 – Planned Shopping Center District

The intent of this district is to permit commercial and services uses in one or a cluster of adjacent buildings designed to create a pleasant and uniform shopping environment that can be maintained. Intended uses include regional-serving businesses with adequate parking along major arterials.

Permitted uses include typical retail/commercial/service uses. Offices uses are also permitted. Planned Developments are permitted as a special use.

Bulk Standards

- ∉ Building Height: 35 feet, no more than two stories
- ∉ Max Building Coverage: 25%
- ∉ Street Setback: 50 feet
- ∉ Residential Setback: 85 feet
- ∉ Any other yard: 50 feet
- ∉ Minimum Lot Area: 4 acres

B-2 – Neighborhood Commercial District

The intent of this district is to permit commercial and services uses for the daily and frequent convenience of nearby residents. Development should be of a scale and design to complement surrounding residential uses. Sites should be large enough to accommodate a grouping of uses. Intended uses include convenience type retail businesses with adequate parking.

Permitted uses include typical retail/commercial/service uses. Offices uses are also permitted. Planned Developments are permitted as a special use.

Bulk Standards

- ∉ Building Height: 35 feet, no more than two stories
- ∉ Max Building Coverage: 60%
- ∉ Street Setback: 25 feet
- ∉ Residential Setback: Same as residential district
- ∉ Rear Yard: 17 feet, 10 feet if alley adjacent.
- ∉ Side Yard: None required if adjacent to another business. If setback provided, no less than 5 feet.
- ∉ Minimum Lot Area: None

B-3 – General Commercial District

The intent of this district is to permit commercial and service uses in one or a cluster of adjacent buildings to create a pleasant and uniform shopping environment. Uses should have mutually

reinforcing marketing techniques. Sites should be large enough to allow grouping of business with adequate parking along major arterials.

Permitted uses include typical retail/commercial/service uses. Hotels/motels and offices uses are also permitted. Planned Developments are permitted as a special use.

Bulk Standards

- Building Height: 35 feet, no more than two stories
- Max Building Coverage: 60%
- Street Setback: 25 feet
- Residential Setback: Same as residential district
- Rear Yard: 17 feet, 10 feet if alley adjacent.
- Side Yard: None required if adjacent to another business. If setback provided, no less than 5 feet.
- Minimum Lot Area: None

B-4 – Highway and Service Commercial District

The intent of this district is to permit a variety of business uses drawing mutually supporting trade, to promote public convenience and business prosperity, and to permit commercial development in locations where safe and convenient access to arterial or major collector streets can be provided.

Permitted uses include a large variety retail/commercial/service uses. Offices uses are permitted. Planned Developments are permitted as a special use.

Bulk Standards

- Building Height: 25 feet, no more than two stories
- Max Building Coverage: 40%
- Street Setback: 50 feet
- Residential Setback: Same as residential district
- Rear Yard: 17 feet
- Side Yard: 17 feet
- Minimum Lot Area: None

B-5 – Office District Regulations

The intent of this district is to permit business and professional offices on the fringe of principal business areas, but in proximity to residential areas.

Permitted uses include office uses. Hotels/motels, banquet halls and banks also are permitted. Planned Developments are permitted as a special use.

Bulk Standards

- Building Height: 35 feet, no more than two stories
- Max Building Coverage: 40%
- Street Setback: 50 feet
- Any other yard: 50 feet
- Minimum Lot Area: None

Planned Unit Development (PUD)

Planned Unit Development is a tool of the Zoning Ordinance to allow the relaxation of certain requirements based upon procedural protections for the detailed review of significant development proposals. PUDs are allowed as a special use in each of the zoning districts located within the Study Area. Chapter 19.29 of Zoning Ordinance outlines the submittal and procedural requirements of PUD's. A minimum of three acres of site area is required for PUDs. Mixed use PUDs are also permitted, however the zoning district of the property to be developed must match one of the classifications of land uses in the PUD contemplated for development. A PUD may be an appropriate zoning district for redevelopment sites within the Study Area.

Residential Districts

There are no residential districts within the Study Area. However, three residential districts exist that allow multi-family housing, R-4, PD-3 and PD-4. The bulk standards and allowed uses within these districts may be appropriate as part of a Planned Development to create a mixed-use residential/commercial area.

Industrial Districts

Two industrial districts are also located in the Study Area. One district contains a heavy industrial concrete/trucking use and the other a light industrial office use. Currently, the districts do little to complement the train station. A mixed-use industrial/office or industrial/commercial PUD may have potential on the parcels, which would potentially increase density and transit ridership immediately adjacent to the station.

Study Area Zoning

The parcels within the Study Area comprise a wide variety of uses and zoning districts. It is recommended that the area be rezoned to include only two or three districts. Since the majority of the Study Area is adjacent to Dundee Road, a consistent and uniform pattern of development is needed. The B-2, B-3 and B-4 districts seem most appropriate for the Study Area based on their intent, mix of uses and denser building coverages. Bulk standards are identical for B-2 and B-3 Districts.

B-2-Neighborhood Commercial may be an optimal zoning district for TOD type development based on the 60% lot coverage and nominal setbacks allowed. However, uses in this

convenience-level shopping district may be too limited compared to the wide ranges permitted in the B-4 District.

This district allows dense, pedestrian-oriented, commercial development. Residential uses are permitted in the B-2 only as a mixed use Planned Development. If residential is planned near the station, the industrial district will first need to be rezoned, then a planned development will be needed. A PUD could allow mixed uses with residential and/or office to complement commercial uses.

The existing municipal complex may need a separate zoning district or a Planned Development, particularly if this complex is expanded to include a more mixed use Town Center with new Village Hall, retail, office, etc.

An analysis of site development density based on current zoning regulations can be found in the *Site Development Density Analysis* map on the next page.

Parking Requirements

The required parking space size is 9 feet by 18.5 feet.

- Business and commercial uses – 1 space per 250 square feet
- Office, professional and public uses – 1 space per 250 square feet
- Medical and dental offices – 3 space for each exam room plus 1 space per employee
- Restaurants – 1 space per 3 persons based on max occupancy plus 1 space per employee plus five spaces if carryout service is provided

Wheeling Station Area TOD - Site Development Density Analysis

Site Data			Business Districts				Residential Districts			Industrial
Site	Acreage	Square Footage	B-1 Density Square Footage*	B-2 & B-3 Density** Square Footage*	B-4 Density Square Footage*	B-5 Density Square Footage*	R-4 Density Units	PD-3 Density Units	PD-4 Density Units	I-2 & I-3 Density Square Footage*
A	15.5	675,180	337,590	810,216	540,144	540,144	155	124	155	n/a
B	2.5	108,900	n/a	130,680	87,120	87,120	25	20	25	n/a
C	22.5	980,100	490,050	1,176,120	784,080	784,080	225	180	225	n/a
D	8.8	383,328	191,664	459,994	306,662	306,662	88	70	88	n/a
E	12.3	535,788	267,894	642,946	428,630	428,630	123	98	123	n/a
F	7	304,920	152,460	365,904	243,936	243,936	70	56	70	n/a
G	12.9	561,924	280,962	674,309	449,539	449,539	129	103	129	561,924
H	20.8	906,048	453,024	1,087,258	724,838	724,838	208	166	208	906,048
I	10	435,600	217,800	522,720	348,480	348,480	100	80	100	435,600

*Note: These are gross densities based on lot coverage assuming two story buildings. Square footage totals do not consider building setbacks, parking or landscaping.
**Note: All B-2 and B-3 Bulk Standards are identical.

ZONING DISTRICTS

Business Districts

B-1 - Planned Shopping Center District *(25% Building Coverage, 2-Story (35 feet) Max Height)*
B-2 - Neighborhood Commercial District *(60% Building Coverage, 2-Story (35 feet) Max Height)*
B-3 - General Commercial District *(60% Building Coverage, 2-Story (35 feet) Max Height)*
B-4 - Highway and Service Commercial District *(40% Building Coverage, 2-Story (25 feet) Max Height)*
B-5 - Office District *(40% Building Coverage, 2-Story (35 feet) Max Height)*

Residential Districts

R-4 - Multiple Family Residential District *(10 Units Per Acre, 3-Story (35 feet) Max Height)*
PD-3 - Low-Density Planned Residential District *(8 Units Per Acre, 3-Story (35 feet) Max Height)*
PD-4 - Medium-Density Planned Residential District *(10 Units Per Acre, 3-Story (35 feet) Max Height)*

Industrial Districts

I-2 - Limited Industrial District *(50% Building Coverage, 40 feet Max Height)*
I-3 - General Industrial District *(50% Building Coverage, 40 feet Max Height)*

Appendix C: Market Analysis

Wheeling Station Area Plan
Detailed Market Analysis

S. B. Friedman & Company conducted a market assessment of the Study Area. This assessment evaluates the competitive position of the Study Area, its existing land use/business mix in relation to other areas in the local and sub-regional market, and socio-economic indicators to determine the potential future mix and amount of uses that can be supported by the market. Both residential and commercial uses are included in the analysis. The findings presented below begin with a definition of the market areas used in this analysis and a demographic overview of these market areas, followed by the market potential of residential and retail development.

Currently, the Study Area includes a variety of uses, including commercial strip centers along Dundee Road, heavy and "incubator" industrial uses immediately around the station itself, and vacant land. It predominately is located in the flood plain with portions in the flood way. Dundee is a major east-west thoroughfare with heavy traffic volumes and numerous strip shopping centers. Redevelopment along Dundee may be of a different nature than the area immediately around the station, which is envisioned as more of a "town center," particularly if the vacant K-mart site gets redeveloped as a regional shopping draw, such as a home center.

Demographic Overview

PRIMARY AND SECONDARY MARKET AREAS

We defined a Primary Market Area (PMA) and a Secondary Market Area (SMA) for the purpose of collecting demographic data and competitive market information. The PMA is the geographic area from which the Study Area is likely to draw most if its market support. The SMA is contiguous to and generally surrounds the PMA, and represents an area where, based on our assessment of local development patterns, the site could be expected to draw additional market support. The PMA for the Study Area is the Village of Wheeling itself, while the SMA includes the Villages of Buffalo Grove, Prospect Heights, Riverwoods, and the portion of Arlington Heights north of Camp McDonald Road (in some instances information for this portion of Arlington Heights was not available due to U.S. Census reporting geography, in which case the information for the entire village was used). The Village was selected as the PMA for the Study Area because the area particularly around the train station is intended to serve as a "town center" for the Village, and village residents tend to identify with their town center and will most likely represent the Study Area's largest pool of visitors, patrons, and home buyers.

DEMOGRAPHIC TRENDS

We obtained demographic data from the U.S. Census as well as estimates and projections of demographic trends from Claritas, a nationally recognized demographic data provider. Demographic profiles of both the primary and secondary market areas are shown in **Table 1** and discussed below.

Population: From 1990 to 2000 the population of the Village of Wheeling grew at a moderate pace of 1.4% per year, from 29,900 in 1990 to 34,500 in the year 2000. The communities in the SMA grew at similar rates, about 1% per year aggregate, from 97,000 to 107,000. From 2000 to 2007 growth is projected to slow down in Wheeling (at only 1% per year) and also in the communities of the SMA (with an aggregate growth rate of only 0.3% per year).

Households: Household growth from 1990 to 2000 in both Wheeling and the SMA parallels population growth for the same period, indicating that average household size remained fairly constant over this period. The Village gained about 800 households between 1990 and 2000 (an increase of about 0.6% a year) and the SMA gained 4,300 households during that same period (an annual increase of about 1.2%). Average household size is expected to increase slightly from 2000 to 2007 for the Village of Wheeling from 2.6 to 2.7 and to decrease slightly for the SMA from 2.7 to 2.6.

Median Household Income: Median household income in Wheeling in 2000 was about $55,500. Median household income in the Village increased moderately from 1990 to 2000 at a rate of about 0.5% per year, after adjusting for inflation. Median household incomes in the SMA followed the same pattern, increasing about 0.8%, after adjusting for inflation. The median household income in 2000 for the SMA was $78,000.

Education and Occupation: According to Claritas data, in the Village of Wheeling about 31% of the population over 25 has a bachelor's degree or higher, compared to 42% in the SMA. The largest occupational group in Wheeling appears to be mid-level professional and technical employees. About 30% of the Village's population over 16 work in managerial/professional occupations, compared to 39% in the SMA, and about 40% work in technical/sales/administration occupations, compared to 39% in the SMA. Additionally, there is a significant presence of skilled labor and manufacturing employees; approximately 11% of the population 16 and over in Wheeling work in occupations categorized as Operators, Fabricators and Laborers, as compared to about 7% in the SMA.

Wheeling Station Area Plan
Table 1
DEMOGRAPHICS

	Primary Market Area (Wheeling)		Buffalo Grove		Prospect Heights		Riverwoods		Arlington Heights (north of Camp McDonald Rd)		Secondary Market Area* (Buffalo Grove, Prospect Heights, Riverwoods, northern Arlington Heights)	
Population												
Total Population 1990 [3]	29,911		36,427		15,239		2,868		42,495		97,029	
Total Population 2000 [3]	34,496		42,909		17,081		3,843		43,251		107,084	
CAGR 1990-2000	**1.44%**		**1.65%**		**1.15%**		**2.97%**		**0.18%**		**0.99%**	
Total Population 2007 (Claritas Projection) [1]	36,925		44,991		17,933		4,250		42,290		109,464	
CAGR 2000-2007	**0.98%**		**0.68%**		**0.70%**		**1.45%**		**-0.32%**		**0.31%**	
Total Population 2020 (NIPC Projection) [2]	34,015		49,001		17,240		4,575		N/A		70,816	
CAGR 2000-2020	**-0.07%**		**0.67%**		**0.05%**		**0.88%**		**N/A**		**0.52%**	
Per Capita Income												
Per Capita Income 1989 [3]	$18,480		$23,718		$20,188		$52,851		N/A		$13,637	
Per Capita Income 1999 [3]	$24,989		$36,696		$28,200		$67,878		N/A		$21,638	
CAGR 1989-1999	**3.06%**		**4.46%**		**3.40%**		**2.53%**		**N/A**		**4.72%**	
Households												
Total Households 1990 [3]	12,468		13,335		6,038		887		15,529		35,789	
Total Households 2000 [3]	13,280		15,708		6,379		1,261		16,758		40,106	
CAGR- Total Households, 1990-2000	**0.63%**		**1.65%**		**0.55%**		**3.58%**		**0.76%**		**1.15%**	
Average HH Size 2000 [3]	2.57		2.72		2.68		2.93		2.56		2.65	
Projected Average HH Size 2007 [1]	2.65		2.70		2.70		2.95		2.48		2.62	
Household Income												
Median HH Income 1989 [3]	$39,848		$56,011		$41,573		$125,074		N/A		$54,732	
Expressed in 2002 Dollars	$54,825		$77,063		$57,198		$172,084		N/A		$75,303	
Median HH Income 1999 [3]	$55,491		$80,525		$55,641		$158,990		N/A		$77,964	
Expressed in 2002 Dollars	$57,854		$83,954		$58,010		$165,759		N/A		$81,284	
CAGR 1989-1999 (Constant 2002 Dollars)	**0.54%**		**0.86%**		**0.14%**		**-0.37%**		**N/A**		**0.77%**	
Age - 2002 [1]	#	%	#	%	#	%	#	%	#	%	#	%
Total Population	**35,149**	***100%***	**43,435**	***100%***	**17,310**	***100%***	**3,953**	***100%***	**42,919**	***100%***	**107,617**	***100%***
Population Under Age 25	11,565	*33.0%*	14,826	*34.1%*	5,822	*33.7%*	1,236	*31.3%*	13,436	*31.3%*	35,320	*32.8%*
Population Aged 25 to 34 years	6,146	*17.5%*	4,926	*11.3%*	2,921	*16.9%*	201	*5.1%*	5,649	*13.2%*	13,697	*12.7%*
Population Aged 35 to 44 years	5,841	*16.6%*	8,644	*19.9%*	2,705	*15.6%*	631	*16.0%*	6,756	*15.7%*	18,736	*17.4%*
Population Aged 45 to 64 years	8,011	*22.8%*	11,195	*25.8%*	3,927	*22.7%*	1,344	*34.0%*	11,642	*27.1%*	28,108	*26.1%*
Population Aged 65+ years	3,586	*10.2%*	3,844	*8.9%*	1,935	*11.2%*	541	*13.7%*	5,428	*12.7%*	11,748	*10.9%*
Median Age	34.8		37.6		34.7		43.8		38.8			
Median Home Value - 2000 [3]												
	160,900		236,200		243,300		522,200		260,979		256,781	
Employment by Occupation - 2002 [1]	#	%	#	%	#	%	#	%	#	%	#	%
Total Employed Population over 16	**21,589**	***100%***	**25,182**	***100%***	**10,110**	***100%***	**1,921**	***100%***	**24,832**	***100%***	**62,045**	***100%***
Managerial/Professional	6,511	*30.2%*	11,063	*43.9%*	2,852	*28.2%*	1,117	*58.1%*	9,382	*37.8%*	24,414	39.3%
Technical/Sales/Admin. Support	8,705	*40.3%*	10,009	*39.7%*	3,640	*36.0%*	597	*31.1%*	10,066	*40.5%*	24,312	39.2%
Service Occupations	1,970	*9.1%*	1,385	*5.5%*	979	*9.7%*	111	*5.8%*	1,689	*6.8%*	4,164	6.7%
Farming, Forestry, Fishing	127	*0.6%*	47	*0.2%*	168	*1.7%*	0	*0.0%*	101	*0.4%*	316	0.5%
Precision Products, Craft, Repair	2,014	*9.3%*	1,543	*6.1%*	1,024	*10.1%*	58	*3.0%*	1,690	*6.8%*	4,315	7.0%
Operators, Fabricators, Laborers	2,262	*10.5%*	1,135	*4.5%*	1,447	*14.3%*	38	*2.0%*	1,904	*7.7%*	4,524	7.3%
Educational Attainment - 2002 [1]	#	%	#	%	#	%	#	%	#	%	#	%
Total Population over 25	**23,584**	***100%***	**28,609**	***100%***	**11,488**	***100%***	**2,717**	***100%***	**29,485**	***100.0%***	**72,299**	***100%***
No College	9,488	*40.2%*	6,667	*23.3%*	4,527	*39.4%*	429	*15.8%*	9,696	*32.9%*	21,319	29.5%
Some College - No Degree	5,500	*23.3%*	6,201	*21.7%*	2,839	*24.7%*	598	*22.0%*	6,578	*22.3%*	16,216	22.4%
Associates Degree	1,347	*5.7%*	1,801	*6.3%*	846	*7.4%*	119	*4.4%*	1,965	*6.7%*	4,731	6.5%
Bachelor's Degree	5,434	*23.0%*	9,638	*33.7%*	2,472	*21.5%*	912	*33.6%*	8,028	*27.2%*	21,050	29.1%
Graduate/Professional Degre	1,815	*7.7%*	4,302	*15.0%*	804	*7.0%*	659	*24.3%*	3,218	*10.9%*	8,983	12.4%

CAGR = Compound Annual Growth Rate

* Secondary Market Area Values for NIPC 2020 Population Projections,Per Capita Income, and Median Household Income exclude the North Arlington Heights region - these values were not available due to census reporting units.

[1] Source: Claritas Inc.
[2] Source: Northeastern Illinois Planning Commission
[3] Source: U.S. Census Bureau

Age: Household growth by age and income was analyzed for the Village of Wheeling and the SMA, as summarized in **Table 2 and Table 3**. The numbers in **Tables 2 and 3** were adjusted to control for inflation, so the estimates for all years are expressed in constant year 2002 dollars, the most recent year estimate available from Claritas. According to Claritas data, in 1990 approximately 58% of households in the Village of Wheeling were headed by people in the 25-34 and 35-44 age brackets, making these two age groups the most dominant. In 2002 these two age brackets, along with the 45-54 age bracket, accounted for an estimated 67% of households, each bracket with roughly equal proportion. The fastest growing age group from 1990 to 2002 was the 45-54 bracket, indicating that Wheeling has a growing population of households who are likely to become "empty-nesters" in the coming decade. During this same period, the 25-34 age bracket decreased by over 3% on a compound annual basis, signaling a decline in the Village's population of young, working adults. According to Claritas, the increase in older population groups will continue. The fastest growing age bracket from 2002 to 2007 is projected to be the 55-64 bracket, while no discernible increase or decrease is projected for the 25-34 bracket.

The same general pattern applies to the SMA. In 1990 the dominant age brackets were also the 25-34 and 35-44 age groups with 55% of households combined. In 2002, the dominant brackets were the 35-44 and 45-54 age brackets, accounting for 48% of households. The fastest growing groups from 1990 to 2002 were the 45-54 and 75+ age groups, while the 25-34 bracket declined by almost 4%. From 2002 to 2007 the fastest growing group is projected to be the 55-64 age group, while the 25-34 age bracket is expected to decline slightly.

Wheeling Station Area Plan
Table 2
HOUSEHOLDS BY AGE & INCOME
Primary Market Area (Village of Wheeling)

Households By Income (In Constant 2002 Dollars)

	1990		2002		2007		Change 1990-2002			Change 2002-2007		
Income Brackets	HHs	%	HHs	%	HHs	%	HHs	Ann. Chg.	CAGR	HHs	Ann. Chg.	CAGR
$ - $ 14,999	646	5.2%	371	2.8%	321	2.3%	(275)	(28)	-4.5%	(50)	(10)	-2.9%
$ 15,000 $ 34,999	1,908	15.2%	1,158	8.6%	1,133	8.2%	(750)	(75)	-4.1%	(25)	(5)	-0.4%
$ 35,000 $ 49,999	2,365	18.9%	1,393	10.4%	1,391	10.1%	(972)	(97)	-4.3%	(2)	(0)	0.0%
$ 50,000 $ 74,999	3,811	30.5%	3,719	27.8%	3,260	23.6%	(92)	(9)	-0.2%	(459)	(92)	-2.6%
$ 75,000 $ 99,999	2,517	20.1%	2,883	21.5%	2,678	19.4%	366	37	1.1%	(205)	(41)	-1.5%
$ 100,000 $ 149,999	853	6.8%	2,343	17.5%	2,748	19.9%	1,490	149	8.8%	405	81	3.2%
$ 150,000 Over	411	3.3%	1,525	11.4%	2,271	16.5%	1,114	111	11.5%	746	149	8.3%
Total	12,511	100.0%	13,392	100.0%	13,803	100.0%	881	88	0.7%	411	46	0.6%

Source: Claritas and *S. B. Friedman & Company*

Households By Age

	1990		2002		2007		Change 1990-2002			Change 2002-2007		
Age Brackets	HHs	%	HHs	%	HHs	%	HHs	Ann. Chg.	CAGR	HHs	Ann. Chg.	CAGR
< 25	565	4.5%	598	4.5%	629	4.6%	33	3	0.5%	31	6	1.0%
25-34	4,107	32.8%	2,780	20.8%	2,785	20.2%	(1,327)	(133)	-3.2%	5	1	0.0%
35-44	3,091	24.7%	3,224	24.1%	2,954	21.4%	133	13	0.4%	(270)	(54)	-1.7%
45-54	1,722	13.8%	2,964	22.1%	3,189	23.1%	1,242	124	4.6%	225	45	1.5%
55-64	1,420	11.4%	1,755	13.1%	2,112	15.3%	335	34	1.8%	357	71	3.8%
65-74	1,007	8.0%	1,139	8.5%	1,186	8.6%	132	13	1.0%	47	9	0.8%
75+	599	4.8%	932	7.0%	948	6.9%	333	33	3.8%	16	3	0.3%
Total	12,511	100%	13,392	100%	13,803	100%	881	88	0.7%	411	82	0.6%

Source: Claritas and *S. B. Friedman & Company*

Wheeling Station Area Plan

Table 3

HOUSEHOLDS BY AGE & INCOME

Secondary Market Area (Buffalo Grove, Prospect Heights, Riverwoods, and North Arlington Heights)

Households By Income (In Constant 2002 Dollars)

	1990		2002		2007		Change 1990-2002			Change 2002-2007		
Income Brackets	HHs	%	HHs	%	HHs	%	HHs	Ann. Chg.	CAGR	HHs	Ann. Chg.	CAGR
$ - $ 14,999	1,093	3.0%	890	2.2%	771	1.9%	(203)	(20)	-1.7%	(119)	(24)	-2.8%
$ 15,000 $ 34,999	4,012	11.0%	2,988	7.4%	2,911	7.0%	(1,024)	(102)	-2.4%	(77)	(15)	-0.5%
$ 35,000 $ 49,999	4,303	11.8%	3,809	9.4%	3,367	8.1%	(494)	(49)	-1.0%	(442)	(88)	-2.4%
$ 50,000 $ 74,999	8,065	22.2%	7,588	18.7%	6,792	16.3%	(477)	(48)	-0.5%	(796)	(159)	-2.2%
$ 75,000 $ 99,999	9,056	24.9%	7,079	17.5%	6,344	15.3%	(1,977)	(198)	-2.0%	(735)	(147)	-2.2%
$ 100,000 $ 149,999	5,393	14.8%	8,870	21.9%	8,294	20.0%	3,477	348	4.2%	(576)	(115)	-1.3%
$ 150,000 Over	4,484	12.3%	9,283	22.9%	13,080	31.5%	4,799	480	6.3%	3,797	759	7.1%
Total	36,405	100.0%	40,507	100.0%	41,560	100.0%	4,102	410	1.1%	1,053	117	0.5%

Source: Claritas and *S. B. Friedman & Company*

Households By Age

	1990		2002		2007		Change 1990-2002			Change 2002-2007		
Age Brackets	HHs	%	HHs	%	HHs	%	HHs	Ann. Chg.	CAGR	HHs	Ann. Chg.	CAGR
< 25	1,251	3.4%	1,720	4.2%	1,782	4.3%	469	47	2.7%	62	12	0.7%
25-34	9,788	26.9%	6,158	15.2%	6,066	14.6%	(3,630)	(363)	-3.8%	(92)	(18)	-0.3%
35-44	10,044	27.6%	9,707	24.0%	8,902	21.4%	(337)	(34)	-0.3%	(805)	(161)	-1.7%
45-54	6,374	17.5%	9,723	24.0%	10,384	25.0%	3,349	335	3.6%	661	132	1.3%
55-64	4,879	13.4%	6,138	15.2%	7,265	17.5%	1,259	126	1.9%	1,127	225	3.4%
65-74	2,939	8.1%	3,870	9.6%	3,948	9.5%	931	93	2.3%	78	16	0.4%
75+	1,130	3.1%	3,191	7.9%	3,213	7.7%	2,061	206	9.0%	22	4	0.1%
Total	36,405	100%	40,507	100%	41,560	100%	4,102	410	1.1%	1,053	211	0.5%

Source: Claritas and *S. B. Friedman & Company*

Housing Market Potential

S. B. Friedman & Company tested the market for for-sale residential development within the Study Area. The residential development program could potentially consist of multi-family condominiums, townhouses, or a combination of both types. The market conditions for rental apartments in the surrounding area were also surveyed. Although it is anticipated that rental housing will not be a large component in the project, high-end rental should be considered as a potential part of the development program.

KEY DEMOGRAPHIC FINDINGS

Wheeling is projected to experience significant growth in the empty-nester population. Households headed by persons aged between 45 and 54 years grew by approximately 1,240 (or 4.6% on a compound annual basis) over the past decade, more than any other age group. Many of these households will become empty nesters over the next decade. Empty-nester households tend to be the primary buyers of condominium and townhouse units, the type of residential development typically found in a town center/TOD environment.

Although median housing prices in Wheeling tend to be lower than surrounding communities, new higher end condominium product has been developed successfully in the local market over the past two to three years, suggesting an upswing in the market. The Village may soon move further up-market with a proposed 300-unit condominium development reaching price points well above the high end of the current market.

In addition, Wheeling's lower housing prices may draw first-time home buyers and young professionals who may not be able to afford the higher housing prices in the surrounding communities. While the Village has experienced a decline in the 25-34 year age group over the past decade, its housing stock may provide an opportunity to regain that segment of the population.

COMPETITIVE MARKET CONDITIONS

In order to assess the competitive market for residential development in the study area, we evaluated data on existing homes sales in the local area and surveyed new and active for-sale development projects, and high-end rental housing.

Existing Housing Profile

As the following data show, the market for attached townhomes and/or multi-family condominiums appears strong in the local market. We obtained and analyzed data from the U.S. Census on current housing stock and building permit activity, and existing home sales from the Multiple Listing Service.

- Wheeling's housing stock mostly consists of owner-occupied homes. According to the 2000 Census, approximately 67% of occupied housing units in Wheeling were owner-

occupied. Attached homes were the most prevalent housing type. Approximately 66% of Wheeling's housing stock was multi-family: approximately 45% were found in multi-family developments with 3 or more units per structure and another 21% were found in 1- or 2-unit buildings such as townhomes or duplexes. Roughly 31% of all housing units were single-family detached units. The percentages of both owner-occupied units and attached units indicate a significant amount of such units in Wheeling.

- Recent building permit trends in Wheeling are shown in **Table 4** and in **Table 5** for the SMA. Within the Village a total of 262 single-family building permits (including both detached units and townhomes) were issued over the past five years, averaging 52 permits (or units) per year. A total of 32 multi-family permits (including multi-family condominiums) were issued over the past five years in Wheeling, producing a total of 460 units, averaging approximately 92 units per year, significantly more than single-family construction.

- In the SMA (the SMA in this case includes all of Arlington Heights - building permit data for solely the northern portion of Arlington Heights was not available) a total of 561 permits were issued for single-family homes in the past five years, averaging approximately 112 permits per year. A total of 37 multi-family permits, containing 688 units, were issued over the past five years, averaging 179 units per year. Most of these multi-family units were in the Village of Arlington Heights.

- According to the building permit data, within the past five years multi-family unit construction has generally decreased in the SMA while increasing in the Village of Wheeling indicating that Wheeling may be capturing a growing share of this market.

Table 4: Wheeling Building Permit Trends

Year	Single-Family/ Townhomes	Multi-Family Permits	Multi-Family Units	Total Permits	Total Units
1998	87	0	0	**87**	**87**
1999	17	0	0	**17**	**17**
2000	81	3	101	**84**	**182**
2001	12	26	263	**38**	**275**
2002	65	3	96	**68**	**161**
Annual Average	**52.4**	**6.4**	**92**	**58.8**	**144.4**
Total	**262**	**32**	**460**	**294**	**722**

Source: U.S. Census Bureau and *S. B. Friedman & Company*

Table 5: Secondary Market Area Building Permit Trends
(Buffalo Grove, Prospect Heights, Arlington Heights, and Riverwoods)

Year	Single-Family/ Townhomes	Multi-Family Permits	Multi-Family Units	Total Permits	Total Units
1998	164	11	145	**175**	**309**
1999	89	16	199	**105**	**288**
2000	88	6	290	**94**	**378**
2001	105	2	6	**107**	**111**
2002	115	2	48	**117**	**163**
Annual Average	**112.2**	**7.4**	**137.6**	**119.6**	**249.8**
Total	**561**	**37**	**688**	**598**	**1249**

Source: U.S. Census Bureau and *S. B. Friedman & Company*

Existing Home Sales

Sales data from the Multiple Listing Service (MLS) were obtained for existing unit sales of attached (condominiums and townhomes) and detached (single-family detached) homes for the period of August 2002 through August 2003 in both the PMA and SMA. MLS data typically consist of home sales that are handled by realtors and primarily are re-sales of existing homes. However, new and rehabilitated units listed through brokers are sometimes listed through MLS. **Table 6A** and **Table 6B** summarize MLS data for the Village of Wheeling and for the SMA. In analyzing the MLS data, particular focus was placed on homes in the upper price quartile (or top 25%) of sales price in order to test potential price levels for new construction. In addition, since many potential buyers of townhouses and condominiums would be moving out of existing single-family homes, the price level and selling time of detached homes will affect their ability to purchase new townhouse and condo units, as those envisioned for the Study Area.

- The market for existing townhomes and multi-family condominiums is fairly large in the Village and the SMA. Approximately 720 homes sold in Wheeling last year-- 70% of these sales (or approximately 515 homes) were attached homes. In the SMA, attached homes sales and detached home sales were split fairly evenly; a total of 1,208 detached homes and 1,307 attached homes were sold in the past year.

- In Wheeling, the upper quartile of attached homes (condominiums and townhomes) sold for approximately $210,000 and higher. In the SMA, the upper quartile of attached homes sold for approximately $225,000 and higher. As discussed in the next section, new multi-family housing product has been averaging between $250,000 and $335,000 in Wheeling.

- In Wheeling, the upper quartile of detached homes sold at a price of about $281,500. In the SMA, the upper quartile of detached homes sold at a price of about $390,400 and higher, significantly more than in Wheeling.

- We also examined the number of detached units that sold for $250,000 and above as an indicator of a potential pool of potential buyers that would downsize to high-end attached units. Approximately 31% of detached units (or 65 units) sold in Wheeling sold for over $250,000, while about 88% of detached units (or 105 units) sold in the SMA sold for over $250,000, indicating a potentially large pool of home sellers that might downsize to upscale condominiums and townhomes within both the PMA and SMA.

- Once on the market, the time for units to sell was moderate. Attached units sold at a faster pace than detached units in Wheeling with an average of 75 days on the market versus 95 days for detached units. In the SMA, the average market time for attached units was 83 days while detached units spent an average of 77 days on the market. In all cases, the median market times for these properties were significantly lower than the averages, showing the influences of outliers at the high end of the market. In both market areas, the average market times show a moderate demand for housing and suggest that empty-nesters and other potential buyers should be able to sell their homes within a reasonable period of time.

Overall, the analysis of existing housing conditions show that there is a strong market for townhomes and condominiums in the Village, indicating that Wheeling could be a likely market area for the SMA's pool of potential buyers. In addition, empty-nester sellers of upper-quartile detached homes may be potential buyers of condominium housing as they downsize to smaller, upscale attached units geared toward their needs. MLS data suggest a potentially large pool of home sellers who could afford to purchase upscale attached units after selling their detached homes, but the Village may need to attract empty nesters from surrounding communities. This is further emphasized by the demographic data discussed previously that indicate a growing population of empty-nester households in the SMA.

Table 6A: Closed Home Sales from August 2002 to August 2003 – Upper Quartile

Market Area and Unit Type	Upper Quartile Sales	Upper Quartile Price	Median Market Time for Upper Quartile	Average Market Time for Upper Quartile
PMA Detached	51	$281,500	68	95
PMA Attached	128	$209,000	63	85
SMA Detached	302	$410,000	91	118
SMA Attached	327	$227,300	73	90

Source: MLS and *S. B. Friedman & Company*

Table 6B: Closed Home Sales from August 2002 to August 2003 – Median & Average

Market Area and Unit Type	Total Closed Sales	Median Price	Average Price	Avg. Market Time (Days)	Median Market Time (Days)
PMA Detached	205	$223,500	$244,400	95	77
PMA Attached	513	$173,000	$182,800	75	63
SMA Detached	1,208	$330,000	$366,000	99	78
SMA Attached	1,307	$166,300	$184,800	83	70

Source: MLS and *S. B. Friedman & Company*

For-Sale Market Conditions: New and Active Developments

We collected data on 19 comparable condominium and town home developments in Wheeling and several nearby communities. Although we surveyed some inactive projects, we focused our analysis on active developments, including the Park Point and Astor Place developments in Wheeling, because they are considered to be the most competitive with potential residential development within the Study Area. **Table 7** summarizes the findings and **Table 8** shows the full survey and **Figure 1**: *Comparable Residential Development* displays the developments surveyed.

Table 7: Summary of Active Condominium and Townhouse Developments

	Condominiums	Townhomes
Avg. Price Per Unit	$295,000	$355,000
Avg. Units Per Development	97	87
Avg. Monthly Absorption	3.0	3.4
Avg. Yearly Sales	36	40
High Price Per Sq. Ft.	$250	$190
Low Price Per Sq. Ft.	$160	$160
Avg. Price Per Sq. Ft.	$190	$170
Typical No. of Floors, (Condos only)	3 to 5	n/a
Source: *S. B. Friedman & Company*		

Wheeling Station Area Plan
Table 8
COMPARABLE RESIDENTIAL DEVELOPMENTS (FOR SALE) - JUNE 2003

Map No.	Development Name	Developer	Development Location	Community	Year Open	Months	Status	Type	Total Floors	Res. Floors	Average Unit Size (SF)	Average Base Price	Average $/SF	Total Units	Units Sold	Units Remaining	Avg
1	Park Point	Smith & Family	640 McHenry Rd	Wheeling	June 2001	24	Active	CO	4	4	1,730	$296,200	$171	96	70	26	2.9
2	Astor Place	Kimball Homes	630 S Milwaukee Avenue	Wheeling	Jan 2002	18	Active	CO	5	4	1,397	$249,390	$179	128	39	89	2.2
3	Library Courte Condominiums	Norwood	750 Pearson Street	Des Plaines	Jan 2002	18	Active	CO	9	8	1,471	$257,332	$175	84	50	34	2.8
4	The Benchmark	R. Franczak	1378 Perry Street	Des Plaines	2003	n/a	Active	CO	5	4	1,552	$253,724	$163	47	n/a	n/a	n/a
5	The Residences at Village Centre	Norwood	5 W. Central Road	Mount Prospect	Jan 2001	30	Active	CO	5	5	1,418	$262,677	$185	195	125	70	4.2
6	The Lofts at Village Centre	Norwood	40 E Northwest Highway	Mount Prospect	Nov 2002	8	Active	CO	3	2	1,322	$323,650	$245	34	17	17	2.1
7	River Walk - Phase I	Wellington Partners	Kirchoff Rd & Owl Street	Rolling Meadows	June 2003	1	Active	CO	3	2	997	$168,493	$169	130	n/a	n/a	n/a
7	River Walk - Phase II	Wellington Partners	Kirchoff Rd & Owl Street	Rolling Meadows	2004	n/a	Active	CO	4	4	1,250	$211,667	$169	n/a	n/a	n/a	n/a
8	Wing Street*	Village Green	151 W Wing Street	Arlington Heights	Oct 2002	9	Active	CO	9	7	2,208	$489,937	$222	63	35	28	3.9
9	Park Wellington at Geimer's Grove	Wellington Partners	725 E Dundee Rd	Arlington Heights	June 2001	24	Active	CO	5	4	1,473	$278,300	$189	80	52	28	2.2
10	Turnberry	Concord Homes	75 N Buffalo Grove Rd	Buffalo Grove	May 2003	2	Active	CO	5	4	1,546	$354,631	$229	104	10	94	5
11	Village Green	Weiss Development	SEC Rt 45 & Rt 21	Lincolnshire	1997	69	Active	CO	4	4	2,070	$374,433	$181	108	102	6	1.5
12	Astor Place	Kimball Homes	630 S Milwaukee Avenue	Wheeling	Oct 2002	9	Active	TH	3	3	2,048	$333,323	$163	120	34	86	3.8
13	Beaconsfield	Kevin Charles Homes	Rt 22, at Schelter Rd.	Lincolnshire	Jan 2002	18	Active	TH	2	2	2,246	$419,900	$187	56	36	19	2.0
14	Shadow Creek (Gregg's Landing)	Zale Homes	Butterfield Rd and N Huntington Dr	Vernon Hills	Feb 2002	16	Active	TH	2	2	1,982	$311,300	$157	84	69	15	4.3
15	One Milwaukee Place	Joseph Freed Homes	NWC Milwaukee & Dundee	Wheeling	2000	n/a	Inactive	CO	7	6	1,514	$221,820	$147	144	144	0	6.9
16	The Meridian	R. Franczak	1476 Perry Street	Des Plaines		n/a	Inactive	CO	6	5	1,551	$240,000	$155	n/a	n/a	n/a	n/a
17	River Mill Crossing	Burnside Homes	Milwaukee Ave & Hintz Ave	Wheeling		n/a	Inactive	TH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
18	Bay Tree (Gregg's Landing)	Zale Homes	Museum Pkwy. and Bay Tree Circle	Vernon Hills	Aug 2000	n/a	Inactive	TH	2	2	2,045	$294,150	$144	123	123	0	5.2
19	Sarah's Glen	Century Development Group	Rt 45, 1/4 mile west of Rt 21	Vernon Hills	Nov 2001	n/a	Inactive	TH	2	2	1,925	$287,500	$149	63	63	0	7.0

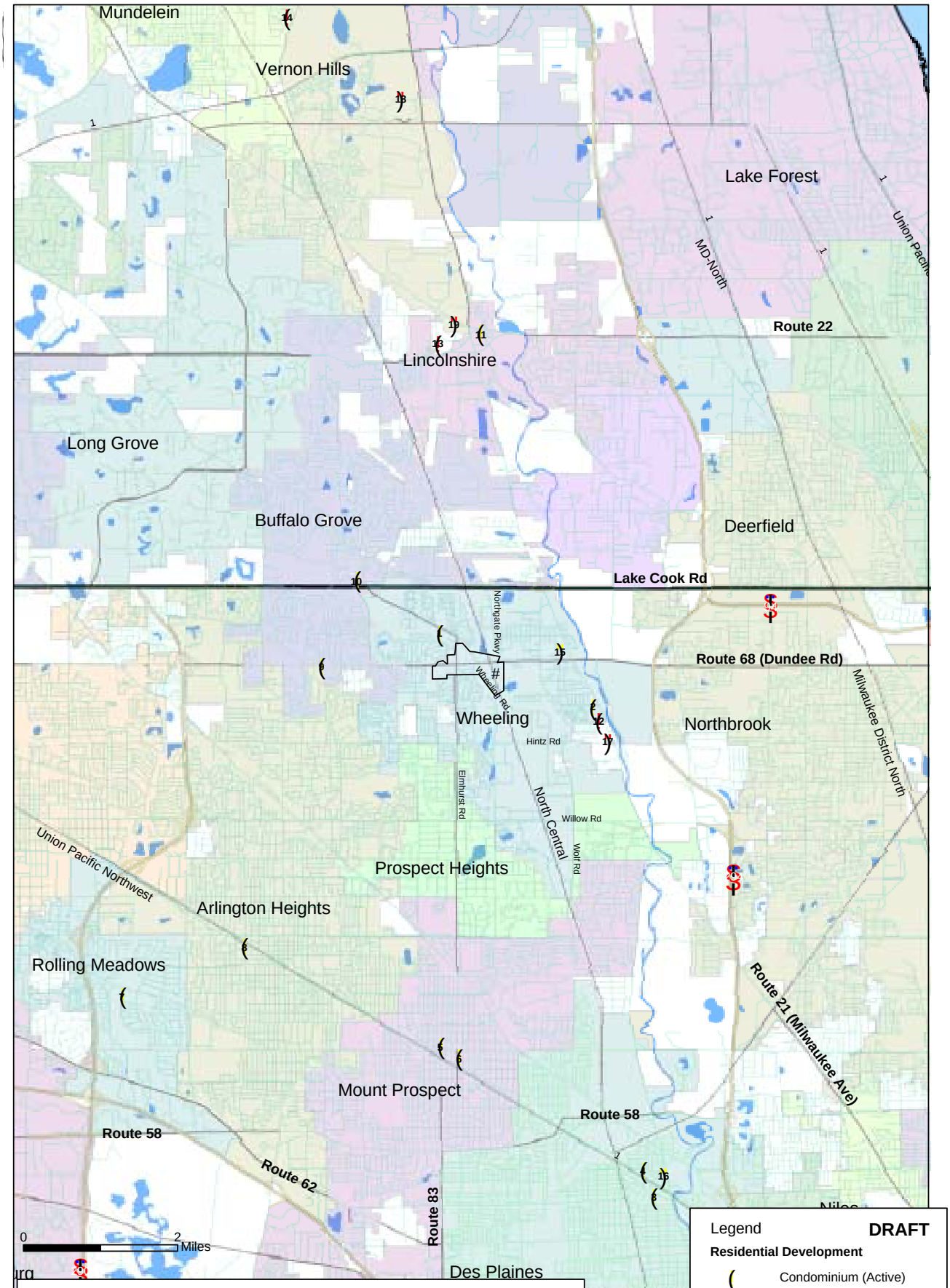
* Excluding penthouses

Condominiums	Total	Active	Inactive
Units Sold	644	500	144
Available Units	392	392	0
Total Units **	1,213	1,069	144
Avg Price Per Unit	$284,447	$293,370	$230,910
Avg Units Per Development	101	97	144
Avg Sold Per Month	3.36	2.97	6.86
High Price Per Sq Ft	$245	$245	$144
Low Price Per Sq Ft	$147	$163	$144
Avg Price Per Sq Ft	$184	$190	$151

Townhomes	Total	Active	Inactive
Units Sold	325	139	186
Available Units	120	120	0
Total Units**	446	260	186
Avg Price Per Unit	$329,235	$354,841	$290,825
Avg Units Per Development	89.20	86.67	93.00
Avg Sold Per Month	4.45	3.37	6.09
High Price Per Sq Ft	$187	$187	$149
Low Price Per Sq Ft	$144	$157	$144
Avg Price Per Sq Ft	$160	$169	$147

**Units sold and available units may not add up to total units because in some cases we were able to obtain the total number of units in a development, but were not able to obtain the number of units sold versus the number of units available.

Source: *S.B. Friedman & Company*



Wheeling Station Area Plan

Figure 1: Comparable Residential Developments

S. B. Friedman & Company
Real Estate Advisors and Development Consultants

LAKOTA

METRA

- Within active condominium developments, there are an average of 97 units per development with an average unit price of $295,000 and an average per square foot price of $190. Active townhome developments have an average of 87 units per development with an average unit price of $355,000 and an average per square foot price of $170. On average, active condominium units sold at a relatively rapid rate of about 3.0 per month, active townhome units sold at 3.4 units per month, and the absorption rate for all attached units combined was about 3.1 units per month.

- The three active developments surveyed in Wheeling have been selling for $165 to $180 per square foot, with absorption ranging from 2.2 to 3.8 units per month, in line with the overall competitive market.

Rental Market Conditions

S. B. Friedman & Company collected data on five comparable rental apartment complexes, focusing on high-end complexes in the area. Key findings are summarized in **Table 9** below; detailed information on the surveyed complexes is shown in **Table 10**. These data reveal that the average rents for the most common unit types, one-bedroom/one-bath and two-bedroom/two-bath, are $960 and $1,260 respectively. We also found that the average size is approximately 770 square feet for one-bedroom/one-bath units and 1,020 for two-bedroom/two-bath units. All of the developments surveyed were rather large (over 200 units) and most had amenities, such as a fitness room, a pool, air conditioning, a dishwasher, and an in-unit washer and dryer, usually found in upscale apartment complexes. Vacancy was low with an average vacancy rate of 2.9%, indicating a high demand for high-end apartment units in this area.

Table 9: Summary of Market Area Apartment Complexes

Unit Type	Avg. Monthly Rent	Avg. Sq. Ft.	Overall Average Vacancy Rate
1 BR/1 BA	$960	770	2.9%
2 BR/2 BA	$1,260	1,020	

Source: *S. B. Friedman & Company*

FOR-SALE HOUSING DEMAND AND CAPTURE

The potential demand for housing in the Study Area was estimated by analyzing household growth and income in the PMA and SMA.

Wheeling Station Area Plan
Table 10
COMPARATIVE RESIDENTIAL SURVEY (UPSCALE RENTAL APARTMENTS)

Development Name	City	No. of Units	BR Type	Avg. Sq. Ft.	Avg. Rent	Avg.Rent/SF	Occ/Vac Rate	Utilities Incl.	Air Conditioning	Dishwasher	Garbage Disposal	W/D Hookups	W/D in Unit	Fireplace	Wheelchair Acces.	Patio/Balcony	Additional Storage	Furnished Avail.	Attached Garage	Detached Garage	Covered Parking	Fitness Center	Public Trans.	Elevator	Laundry Facilities	Swimming Pool	Spa/Sauna/Hot tub	Cable/Sat. TV	Clubhouse	Tennis	Play Area	Business Center	Internet	Concierge	Cats	Dogs
Amli at Chevy Chase	Buffalo Grove	356	1 bed/ 1 bath	600	$794	$1.32	1.2%	No	x				x	x		x	x					x				x				x		x			x	x
			1 bed/ 1 bath	730	$885	$1.21																														
			1 bed/ 1 bath	750	$940	$1.25																														
Total Units:		236	2 bed/ 2 bath	975	$1,155	$1.18																														
592			2 bed/ 2 bath	991	$1,239	$1.25																														
Amli at Windbrooke	Buffalo Grove	236	1 bed/ 1 bath	818	$973	$1.19	0.0%	No	x	x	x		x			x							x			x				x						
			2 bed/ 2 bath	850	$1,038	$1.22																														
Total Units:			2 bed/ 2 bath	964	$1,118	$1.16																														
236			2 bed/ 2 bath	1064	$1,253	$1.18																														
Woodland Creek	Wheeling	640	1 bed/ 1 bath		$1,050				x	x	x			x	x	x	x				x	x	x	x	x	x	x		x	x	x		x		x	
			2 bed/ 2 bath		$1,342																																
Total Units:																																				
640																																				
The Pointe	Arlington Heights	250	1 bed/ 1 bath	700	$980	$1.40	3.2%	No	x	x	x		x	x		x					x		x			x	x		x					x	x	
			1 bed/ 1 bath	786	$1,050	$1.34																														
Total Units:		62	2 bed/ 2 bath	975	$1,270	$1.30																														
312			2 bed/ 2 bath	1017	$1,320	$1.30																														
Central Park East Apartments	Arlington Heights	204	1 bed/ 1 bath	770	$995	$1.29	7.0%	No	x	x	x		x	x		x	x				x	x				x		x	x						x	
			1 bed/ 1 bath	810	$1,050	$1.30		(water &																													
			1 bed/ 1 bath (w/den)	938	$995	$1.06		trash incl.)																												
			2 bed/ 2 bath	1054	$1,330	$1.26																														
Total Units:			2 bed/ 2 bath	1106	$1,375	$1.24																														
204			2 bed/ 2 bath	1168	$1,525	$1.31																														
Total Number of Apartment Buildings	5								5	4	4	0	4	4	1	5	3	0	0	1	2	4	2	1	1	5	2	1	3	3	1	1	1	1	4	1
									100%	80%	80%	0%	80%	80%	20%	100%	60%	0%	0%	20%	40%	80%	40%	20%	20%	100%	40%	20%	60%	60%	20%	20%	20%	20%	80%	20%

Source: *S. B. Friedman & Company*

Summary Table		
Total Number of Units	1,984	
Average Vacancy (overall)	2.9%	
Type	**Average Square Feet**	**Average Rent**
1 bed/ 1 bath	767	$962
2 bed/ 2 bath	1,016	$1,262

To estimate the potential demand within both market areas, growth was analyzed in selected age and income cohorts most likely to choose condominium housing. Household estimates were obtained for 2002, the most recent estimate year available from Claritas, as well as projections for 2007 to determine the pool of potential buyers. The initial pool of "eligible" households in the Primary and Secondary Market Areas was assumed to be those 25 years and older earning $75,000 or more per year to reflect an upscale product. Using Census data on the propensity to move by household age and income, the number of households from the initial pool that would be moving per year (and thus buying a new home) was estimated. The number of those moving households likely to purchase a condominium then was estimated using data from Chicago Title and Trust's annual survey of home buyers in the Chicago metro area in 1997, the most recent year available. Chicago Title and Trust's report estimates that 28.9% of homes purchased within Cook County in 1997 were condominiums. The relatively high proportion of attached units sold in Wheeling and the SMA within the past year (70% of total home sales in Wheeling and 50% in the SMA, according to MLS data) indicate this estimate is a conservative estimate.

Based on household projections and the methodology described above, it is estimated that approximately 160 buyers in Wheeling and approximately 530 buyers in the SMA would choose condominiums, for a total of about 690 potential buyers per year. The analysis is shown in **Table 11**.

One commonly used method to estimate market potential is a capture analysis. For example, a capture analysis would estimate the percentage of total annual transactions necessary to fill the number of units available. The lower the percentage, the easier the units should fill.

A capture rate methodology allows the risk associated within a market to be evaluated since it is not generally possible to identify all planned projects or to anticipate specific unannounced projects. This is particularly true when the market area in which the site competes is large.

The required capture is the percentage of total annual sales necessary to fill the number of units planned for development. The required capture rates are based on a five-year estimate of potential buyers which reflects the expectation of phased development. While each phase would need to absorb over one year to be economically successful, the overall development would occur during a multiple-year period and would be able to tap demand over time. At the time of development, a particular phase might garner a higher market share.

With an annual potential buyer pool of about 690 in both the PMA and SMA, the five-year total would be approximately 3,460 transactions. The capture rates needed to fill a range of unit amounts are shown in **Table 12**.

Table 12: Required Capture Rates for For-Sale Housing

Potential/Hypothetical Units Developed	55	65	75	105	125	150	175	200	225	250
% Capture Required	1.6%	1.9%	2.2%	3.0%	3.6%	4.3%	5.1%	5.8%	6.5%	7.2%

Source: *S. B. Friedman & Company*

Wheeling Station Area Plan
Table 11
MARKET AREA CONDOMINIUM DEMAND

Eligble is > $75,000

Primary Market Area — **% Buying Condomimiums: 28.9%**

	Eligible Households [1]										
Age Groups	**2002**	**2007**	**% Change**	**5-Year Change**	**Annual Change**	**% Moving Annually**	**2002 Moves**	**2007 Moves**	**% Buying Condos**	**2002 Annual Condo Buyers**	**2007 Annual Condo Buyers**
25-34	1,433	1,625	13.4%	192	38	18.5%	265	301	28.9%	77	87
35-44	1,936	1,909	-1.4%	(27)	(5)	8.1%	156	154	28.9%	45	45
45-64	2,639	3,180	20.5%	541	108	5.1%	134	161	28.9%	39	47
65+	489	673	37.6%	184	37	1.2%	6	8	28.9%	2	2
TOTALS	**6,497**	**7,386**	**13.7%**	**889**	**178**		**561**	**624**		**162**	**180**

Secondary Market Area

	Eligible Households [1]										
Age Groups	**2002**	**2007**	**% Change**	**5-Year Change**	**Annual Change**	**% Moving Annually**	**2002 Moves**	**2007 Moves**	**% Buying Condos**	**2002 Annual Condo Buyers**	**2007 Annual Condo Buyers**
25-34	3,407	3,663	7.5%	256	51	18.5%	630	678	28.9%	182	196
35-44	7,214	6,889	-4.5%	-325	(65)	8.1%	583	557	28.9%	168	161
45-64	11,600	13,527	16.6%	1,927	385	5.1%	588	686	28.9%	170	198
65+	2,482	2,977	19.9%	495	99	1.2%	31	37	28.9%	9	11
TOTALS	**24,703**	**27,056**	**9.5%**	**2,353**	**471**		**1,832**	**1,957**		**529**	**566**

Source: US Census, Claritas, Chicago Title & Trust "Who's Buying Homes in America", and *S. B. Friedman & Company*
[1] Eligible households are those with annual incomes over $75,000

Overall, a development of 55 units would require a 1.6% capture; development of 105 units would require a 3.0% capture; and development of 250 units would require a 7.2% capture.

POTENTIAL RESIDENTIAL DEVELOPMENT PROGRAM

Overall, market conditions for housing are favorable in Wheeling and market data seem to indicate that the market for upscale, attached units is strong in the Village.

- A survey of the Village's current housing stock indicates that Wheeling currently contains a strong base of owner-occupied attached housing units. Residential building permit information shows that this base has grown significantly in the past few years.

- Attached units in Wheeling sold more quickly on average than attached units in the SMA, further indication of the strength of the Village's market for attached homes. Existing homes have been selling within two or three months

- Sales prices and absorption rates at the two newer Wheeling developments of Park Point and Astor Place indicate that the pricing seen in other comparable area condominium developments can be supported in the local market. Development activity is increasing in Wheeling; the construction of several new upscale condominium and townhome developments in the past two years and a current proposal for a new condominium development of approximately 300 units in the Village signify a possible growing market in the community for these types of developments.

- A significantly high proportion of the homes sold in Wheeling were attached units, a much higher proportion than in the SMA, suggesting that the market for attached units is stronger in Wheeling compared to the SMA. Detached home sales were a relatively small proportion of total sales in Wheeling, but made up about half of total sales in the SMA.

- Median and upper quartile sales prices for detached units were moderate in the Village and relatively high in the SMA. This suggests a significant population of home sellers who qualify as a potential market for upscale attached units and, since demographic data indicate an increasing empty-nester population in the SMA, many households in this potential market are most likely empty nesters. Empty nesters are an ideal target market for upscale attached units because many of those who sell their detached units downsize to smaller units that require less maintenance. Wheeling's strong attached-unit market could pull in many of these potential empty-nester buyers from the SMA.

Based on the results of our demand and capture analysis and the competitive market, we believe that the potential exists for at least 125 residential units in the Study Area over the next three to five years, and potentially more units over a longer time period. Currently, there are approximately 640 condominium and townhome units in active development in Wheeling and its surrounding communities, not including proposed developments for which data are not yet

available. A 300-unit development condominium development is proposed for the Village, which could saturate the market in the intermediate term.

A new development in the Town Center of 125 for-sale units represents approximately 20% of the active residential units currently in the competitive market. At an average monthly absorption of 3.0 units per month (or about 36 units per year), a 125-unit development would sell out in about 3.0 years, and a larger scale development of 250 units would sell out in approximately 6.5 years. Future development should be phased to parallel annual absorption levels.

Multiple product types should be offered in order to draw from as wide a spectrum of potential buyers as possible. Both multi-family condominiums and attached town homes should be considered. Residential development in the Study Area should be balanced with other potential residential development in Wheeling to promote a diversity of home styles and to make sure that the market is not being over saturated. Amenities in the Study Area, especially the Metra station, the nearby Community Recreation Center, and the retail portion of the proposed Study Area development program will help promote this area of Wheeling as an attractive place to live and will provide an alternative to residential developments located further from public transit and retail amenities.

Based on the vacancy rates and high rental rates seen in competitive upscale rental complexes it is likely that a sufficient amount of demand exists for high-end rental apartments in the Study Area. Upscale rental apartments could attract to the area younger, professional residents who are not yet in a position to purchase a home. The location of a Metra station within the Study Area and its relatively close proximity to corporate business parks in the Village and nearby communities such as Vernon Hills would make the area attractive to this demographic segment. Recreation and proposed retail amenities further enhance the marketability of this area to young professionals. Additionally, apartment complexes do not require structured parking and could avoid the floodplain obstacles faced by condominium developments that must provide underground or ground level structured parking to be competitive in the market. Upscale apartments can also be easily combined with ground floor retail to provide a mixed-use development. It appears that there is a sufficient market potential to include both for-sale and upscale rental housing in the Study Area. For-sale housing is expected to predominate, but high-end rental apartments could be developed, particularly as a way to attract young, single professional households.

Retail Market Potential

The potential for retail and service uses in the Study Area site is assessed by examining its existing commercial mix, considering competitive retail market conditions in the PMA and SMA, and analyzing the sales potential in the PMA and SMA and the amount that could be captured by developments in the Study Area.

KEY DEMOGRAPHIC FINDINGS AND SITE CHARACTERISTICS

According to the U.S. Census, in 2000 Wheeling had a population of approximately 35,000, about 13,000 total households, and a median household income of approximately $55,000. Population growth over the past decade has been comparable to that of surrounding communities, and already has outpaced NIPC's 2020 projections in real numbers. The SMA had a total population of about 107,000 and approximately 40,000 households. The median income of the SMA was approximately $78,000.

The competitive position of Wheeling as a major regional or sub-regional retail destination appears to be limited because of several factors. The forest preserve and I-294 form a physical barrier to the east, and the forest preserve historically has served a psychological barrier to drawing in retail patrons from the east. In addition, heavy concentrations of retail surround the Study Area and intercept the potential draw of customers, including retail along the Lake Cook Road/Northbrook Court area; the Rand Road corridor to the south and southwest; the Randhurst Shopping Mall to the south; and the Schaumburg/Woodfield Mall area to the southwest. However, if the K-mart is redeveloped into a home center and the Wickes site is redeveloped with one or more furniture stores, the area may have enough critical mass and the potential for a sub-regional market, particularly at the key intersections along Dundee.

High traffic volume along Dundee Road (about 38,000 cars per day) provides an additional source of demand for area retailers, but such heavy traffic will make it difficult to create a pedestrian environment along Dundee Road and will worsen vehicular traffic flow and circulation within the Study Area unless improvements are made, as discussed later in the transportation analysis section.

Upon initial review, it appears that the Study Area will primarily function as a neighborhood- and community-level shopping destination, with a possibility for "Town Center" redevelopment around the train station, particularly if the Village develops a strong residential base in the station area. Activity generators near the station, such as the Park District facility and Village Hall, also promote town center uses around the station. Development in this area will provide easy pedestrian connectivity between various development components, between new development and the current recreation and village hall facilities, and between the Study Area and the neighborhoods surrounding it.

However, if a regional draw such as a home center were attracted to the former K-mart site, the Study Area would have the potential to function as a sub-regional shopping destination, drawing from a larger market area than a typical neighborhood- or community-level center. The market potential of a home center combined with the existing market draw of Wickes furniture, International Furniture Gallery, and an additional furniture store, has the potential to attract other larger, possibly related retail uses to the area. Such uses include a kitchen store, a custom woodworking shop, or even larger home furnishing stores such as Linens 'n Things or Bed, Bath, & Beyond.

COMPETITIVE BUSINESS INVENTORY

S. B. Friedman & Company inventoried competitive retail destinations in the local and sub-regional market. The shopping center inventory is shown in **Table 13** and displayed on **Figure 2:** *Competitive Retail Inventory*. The inventory found that most shopping areas in Wheeling are convenience-oriented neighborhood shopping centers concentrated primarily along Dundee Road within the Study Area and then continuing east to Milwaukee Avenue. Neighborhood shopping includes goods and services such as groceries, drug store items, and dry cleaning. The nearest community-oriented centers, which usually have big box anchors and offer bigger ticket items such as electronics, apparel, and home furnishings, are mostly found along Lake Cook Road to the north in Buffalo Grove. The following summarizes key shopping destinations in the area:

Lake Cook Road Corridor – Several stand-alone, big-box businesses, including Target, Wal-Mart, and Sam's Club, are located on the portion of Lake Cook Road that runs between Buffalo Grove and Wheeling. Additionally, two shopping centers, anchored by Jewel and Dominick's are located in this area. Farther to the east is the Northbrook Court Shopping Center, a super-regional shopping area.

Rand Road Corridor in Arlington Heights – This corridor is a major shopping area that includes two regional-level shopping centers. In addition to most major supermarkets and big box retail stores, this area includes many more specialized businesses such as Trader Joe's, Pier One Imports, and Barnes & Noble.

Randhurst Mall – This is the nearest super-regional mall to the Study Area and includes a Carson Pirie Scott, Old Navy, and Circuit City.

SBFCo inventoried 61 shopping centers in Wheeling and the surrounding area, relying on a combination of field observations and published data sources to obtain information on rents, tenants, vacancy rates, and gross leasable areas; in some cases, information was not available. Occupancy levels ranged from 50% to 100%, and the average vacancy rate of the surveyed floor space was 91%. Rent levels in the competitive shopping centers for which there were data depend on location and type of shopping center. Net rents typically ranged from approximately $9 to $20 per square foot in the Wheeling neighborhood-level shopping centers located mostly along Dundee Road and Milwaukee Avenue. Net lease rates ranged from approximately $10 to $25 in shopping centers on commercial strips in nearby communities and reached as high as $60 per square foot in one regional shopping center in the area.

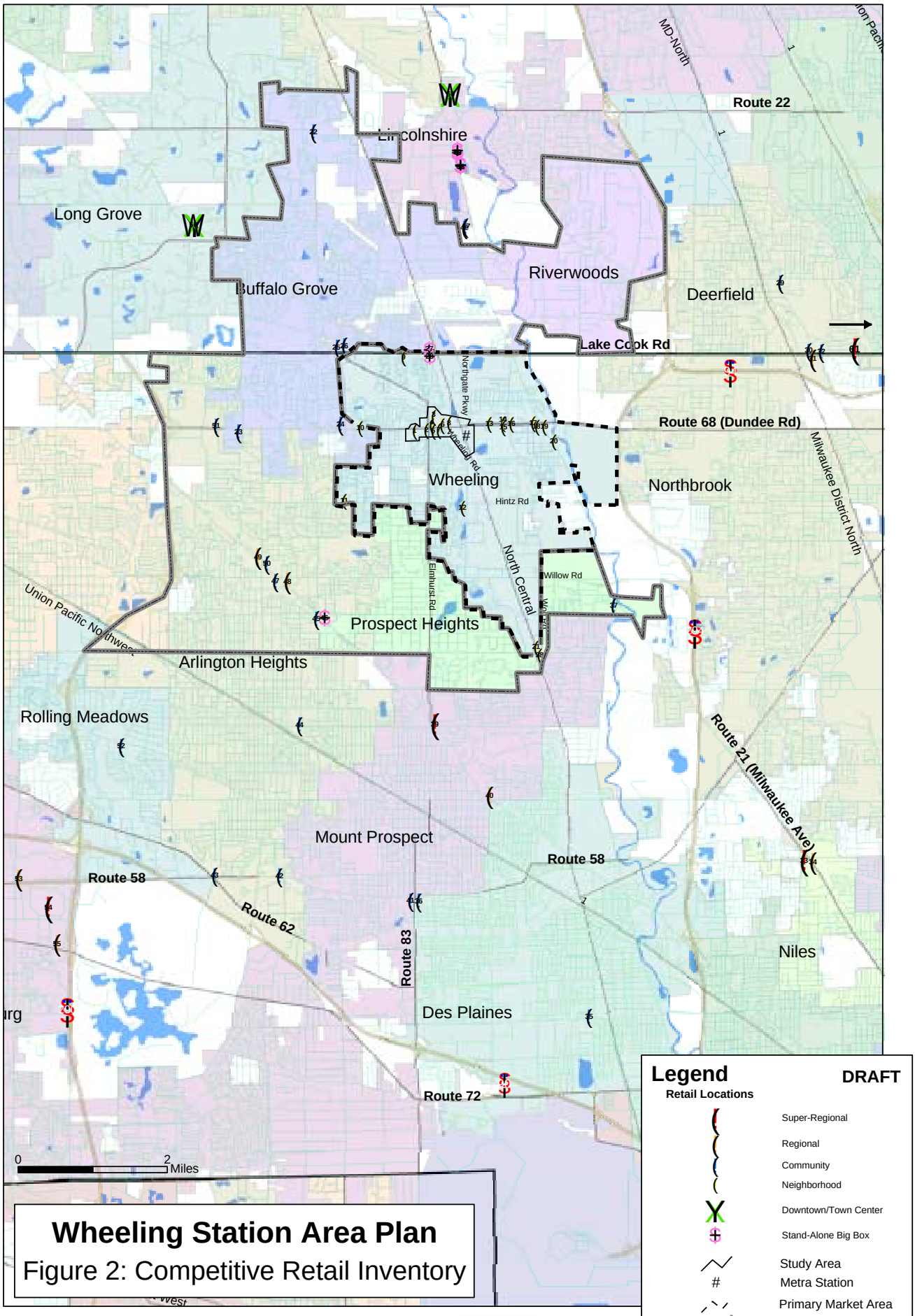
Wheeling Station Area Plan
Table 13
COMPETITIVE RETAIL INVENTORY

Map No.	Development Name	Location	Community	Type	# of Tenants	Total GLA	Rent Range	Average Rent	Occupancy Rate*		Anchors/Key Tenants
1	Dundee Plaza	889-903 W Dundee Rd	Wheeling	N	3	60,000	$3-15	$9	100%		Aldi Food Store, Amazing Savings Warehouse Outlet, iF Gallery
2	Dunhurst Plaza	831-865 W Dundee Rd	Wheeling	N	10	40,000	$3-15	$9	100%		Original Granny's Restaurant, Housewalk Furniture, Sherwin Williams
3	Creekside Plaza	200-300 McHenry Rd	Wheeling	N	15	31,460			100%		Just Like Home Maytag Laundry, White Hen Pantry, Traci's Treasures
4	Dundee Elmhurst Plaza	Elmhurst Rd & W Dundee Rd	Wheeling	N	12	15,000	$20(gross)	$20	100%		Herbs Vitamins & Teas, Greater Chicago Chiropracic
5	Ace Hardware/B&L Liquor	755-773 W. Dundee Rd	Wheeling	N	7	23,000			88%	*	Ace Hardware, B&L Liquors
6	Wheeling Car Care Center	84-120 McHenry Rd	Wheeling	N	7	20,535	$16 (gross)	$16	88%	*	Jiffy Lube, Merlins Muffler & Brake Shop, Sparks Computerized Car Care, Gator Transmissions, Glass America, Dent Busters Autobody
7	Gaslight Shopping Center	729-751 W Dundee Rd	Wheeling	N	9	11,250			100%		Wheeling Donuts, Jackson Hewitt, Shital Grocery & Video
8	Lynn Plaza	524-600 W Dundee Rd	Wheeling	N	15	93,550	$10-20	$15	88%	*	Jimenez Foods, Blockbuster, Payless, Radio Shack, Mark Drug Medical Supply
9	Lexington Commons	1041-1083 Lake Cook Rd	Wheeling	N	13	27,058	$11	$11	100%		White Hen Pantry, Subway, Comprehensive Women's Center
10	Arlington Club Commons	1-45 Huntington Lane	Wheeling	N	13	43,400	$14	$14	93%	*	Venture Hobby, Victory Beauty Supply
11	Garden Fresh Plaza	1750-1794 W Hintz Rd	Wheeling	N	12	46,000	$16	$16	86%	*	Garden Fresh Market
12	First Colonial Commons	800-860 Wheeling Rd	Wheeling	N	9	19,650	$10	$10	90%	*	Express Food Mart
13	Wolf Plaza	26-48 W Dundee Rd	Wheeling	N	7	9,600			100%		Super Mercado Nuevo Mexico #2
14	Center Plaza	8-20 W Dundee Rd & 50-56 Wolf Rd	Wheeling	N	8	14,750			89%	*	Subway, Center Plaza Video, A-1 Liquors
15	White Hen Shopping Center	11-35 Dundee Rd	Wheeling	N	6	8,700			100%		White Hen Pantry
16	Domas Shopping Center	82-106 E Dundee Rd	Wheeling	N	7	17,000			100%		NAPA Auto Parts
17	One Milwaukee Place	250-300 E Dundee & 10 & 150 Milwaukee Ave	Wheeling	N	6	30,436	$25-29	$27	100%		Walgreens, Benihana
18	Fresh Farms International Market	267-315 Dundee Rd	Wheeling	N	10	34,228			100%		Fresh Farms
19	Riverside Plaza	71-83 Milwaukee Ave & 321-481 E Dundee Rd	Wheeling	N	15	64,652			79%	*	Verlo Mattress, Edwardo's Restaurant, Athletico Rehabilitation Performance
20	Skokie TV Shopping Center	141-149 S Milwaukee Ave	Wheeling	N	3	14,880			100%		Skokie TV Service, North Shore Battery Corp., Floor Source
21	Wolf Point	1902-1990 S Wolf Rd	Wheeling	N	7	34,000	$9-12.50	$10.75	78%	*	Carniceria La Rosita, La Baguette Bakery
22	Woodland Commons	NEC Rt 22 & Buffalo Grove	Buffalo Grove	C-G	41	170,708	$16	$16	95%		Dominick's Finer Foods, Blockbuster Video
23	Plaza Verde	SWC Arlington Heights & Dundee Rd	Buffalo Grove	C		125,000			86%	*	Walgreens, Famous Footwear
24	Plaza at Buffalo Grove	NWC Dundee Rd & Buffalo Grove	Buffalo Grove	C-G		100,000			97%	*	Dominick's Finer Foods, Blockbuster, Kinko's Copies
25	Buffalo Grove Town Center	NWC Lake Cook Rd & Rt 83	Buffalo Grove	C	37	132,909	$13	$13	91%		Binny's Beverage Depot, Buffalo Grove Theatres
26	The Grove Shopping Center	NEC Rt 83 & Lake Cook Rd	Buffalo Grove	C-G	23	117,367			91%	*	Blockbuster Video, Jewel/Osco, Starbucks Coffee
27	Target	1400 W Lake Cook Rd	Wheeling	SA	2				100%		Target Greatland
28	Wal-Mart/Sam's	1455 Lake Cook Rd	Wheeling	SA	3				100%		Wal-Mart, Sam's, McDonald's
29	Deerfield Square	SWC Waukegan & Deerfield Rd	Deerfield	C-G	25	200,000					Barnes & Nobles, Walgreens, Whole Foods Market, Ann Taylor, Bath & Body Works
30	Deerfield Shopping Center	600 Lake Cook Rd	Deerfield	C	4	114,000			100%		Home Depot, Bennigan's, Macaroni Grill, Zippy's
31	Deerbrook Mall	SWC Waukegan & Lake Cook Rd	Deerfield	R	44	561,000			95%		Bed Bath & Beyond, Best Buy, OfficeMax, Sportsmart, TJ Maxx, Jewel/Osco, Applebee's Grill & Bar, Bally's Total Fitness, Blockbuster
32	Lake Cook Plaza	Lake Cook Rd & Waukegan Rd	Deerfield	C	17	152,619			90%		Chili's, Franks, Multiplex Fitness
33	Golf Mill Shopping Center	Milwaukee Av & Golf Rd	Niles	SR	120	931,377			91%		Circuit City, JC Penney, Kohl's, Sears, Shop 'N Save Supermarket, Target
34	Four Flaggs Shopping Center	SWC Golf Rd & Milwaukee Ave	Niles	R	25	364,274			76%		Homemakers, Jewel/Osco, Jo-Ann Fabrics, Office Depot, REI (Recreational Equipment Inc.), Wickes Furniture
35	The Oaks Shopping Center	NEC Lee St & Oakton St	Des Plaines	C-G	29	135,080			87%		Dominick's Finer Foods, Blockbuster Video, Radio Shack
36	Market Place	SEC Golf Rd & SR 83	Des Plaines	C-G	21	155,152	$16-17	$16.50			Big Lots, Binny's Beverage Depot, Blockbuster Video
37	Palwaukee Plaza	604-698 Milwaukee	Prospect Heights	C	45	118,735					Irv's Menswear, Dollar General, White Hen Pantry, Denny's, Herraras Grocery
38	Ascot Center	SEC Wolf Rd & Camp McDonald Rd	Prospect Heights	N							Prospect Heights Donuts, Ollie's Pizza, Irys House of Flowers
39	Randhurst	NEC N Elmhurst & Rand Rd	Mt. Prospect	SR-G	147	1,404,000					AMC Theater, Bath & Body Works, Borders Books, Carson Pirie Scott, Circuit City, Home Depot, Kohl's, Old Navy, Osco, Waldenbooks
40	Mount Prospect Plaza	E. Central Rd & Rand Rd.	Mt. Prospect	R-G	34	428,626	$11-23	$17	88%	*	Dominick's Finer Foods, Marshalls, Michaels, Petco, Sears, TJ Maxx, Wal-Mart, Blockbuster Video, Party City
41	Golf Plaza II	SWC Elmhurst & Golf Rd	Mt. Prospect	C-G	18	161,478	$16	$16	73%		Dominick's Finer Foods, Walgreens
42	International Plaza	Golf Rd between Arlington Heights Rd & Goebbert	Arlington Heights	C		162,800			60%		Blockbuster Video, Cosmetic Center, Pier 1 Imports, Powerhouse Gym, Eileen Fisher, Tuesday Morning
43	Survey Ridge Shopping Center	NWC Golf Rd & Algonquin Rd	Arlington Heights	C	17	170,000			100%		Foster Bank, Golf Mart, National Tire & Battery, State Farm Insurance
44	Arlington Market Shopping Center	NWC Dryden & Kensington	Arlington Heights	C		156,216			68%	*	Bowen Ace Hardware, Walgreens, Subway, Unicorn Hallmark Cards
45	Prospect Crossing	SWC Rand Rd & Old Willow Rd	Arlington Heights	C-G		177,000	$12.50-	$13.50	91%		Dominick's Finer Foods, Pedian Rug, Dairy Queen, Weight Watchers, Women's Workout World
46	Target	Rand Rd & Willow Rd	Arlington Heights	SA	1				100%		Target
47	The Annex of Arlington	SWC Rand Rd & Arlington Heights Rs	Arlington Heights	C		220,238			96%	*	Barnes & Nobles, Hallmark, Trader Joe's, Pier 1 Imports, H&R Block, Lone Star, Jo-Ann Fabrics, Pets Mart, Bo Rics
48	Town and Country Center	SEC Arlington Heights Rd & E Palatine Rd	Arlington Heights	R-G	13	343,602	$11-17	$14	80%	*	Best Buy, Dominick's Finer Foods, Marshalls, Gap, Harris Bank, Walgreens
49	Arlington Plaza	NWC Arlington Heights Rd & Rand Rd	Arlington Heights	R	23	300,000			73%	*	Baby Depot, Burlington Coat Factory, Frank's Nursery & Crafts, Hancock Fabrics, Harlem Furniture, Toys 'R Us, Long John Silver's, Wendy's
50	North Point Shopping Center	NEC Rand Rd & Arlington Heights Rd	Arlington Heights	C-G	37	279,054	$10-15	$12.50	97%		Jewel/Osco, Kids 'R' Us, Office Depot, Party City, Shoe Carnival, Bank One, Men's Wearhouse, Wolf Camera, Logan Farms Honey Baked Hams, Helzbergs's Diamond Shop, Chipotle, Corner Bakery

Map No.	Development Name	Location	Community	Type	# of Tenants	Total GLA	Rent Range	Average Rent	Occupancy Rate*	Anchors/Key Tenants
51	Ridge Plaza	NWC Dundee & Ridge Ave	Arlington Heights	C	26	176,728			92%	Kohl's, Quill's Office Furniture, Bang & Olufsen Stereo & Electronics, Coldwell Banker, Modern Tuxedo
52	Rolling Meadows Shopping Center	SEC Kirchoff & Meadow	Rolling Meadows	C- G		134,000	$14-16	$15	95%	Jewel/Osco, Sears Hardware, Blockbuster Video
53	Woodfield Village Green	NEC Golf & Meacham Rds	Schaumburg	R	31	666,920				Borders, Circuit City, Costco, Expo, Marshalls, Nordstrom Rack, Office Max, Sports Authority
54	Woodfield Mall	Woodfield Dr SW of I-90 & Ill 53	Schaumburg	SR	232	2,227,000				JCPenney, Lord & Taylor, Marshall Fields, Nordstrom, Sears
55	Streets of Woodfield	NWC Rt 53 & Rt 72	Schaumburg	R	16	625,000	$10-60	$35		Carson Pirie Scott, Galyan's, Gameworks, Loews Theaters
56	Downtown Long Grove	Rtes 22 and 53	Long Grove	DT						Specialty Retail
57	City Park of Lincolnshire	SWC Rt 21 & Aptakisic Rd	Lincolnshire	C	5	140,000			50%	Regal Cinemas, 3-D IMAX
58	Toms-Price Home Furnishings	400 Jamestown Ln	Lincolnshire	SA	1	55,000				Toms-Price Home Furnishings
59	Thomasville Furniture	325 Jamestown Ln	Lincolnshire	SA	1	25,000				Thomasville Furniture
60	Lincolnshire Village Green	NEC Milwaukee Ave & Olde Half Day Rd	Lincolnshire	DT	25	150,000	$20	$20	90%	Egg Harbour Café, Flatlanders, Cucina Roma, Einstein Bagels
61	Northbrook Court Shopping Center	2171 Northbrook Ct	Northrbook	SR	125	982,990			94%	AMC Theaters, Land of Nod, Lord & Taylor, Marshall Fields, Neiman Marcus
Average					**27**	**232,554**		**$16**	**91%**	

*Occupancy rates with an asterisk denote observed occupancy rate from field work. All other occupancy rates are from the 2003 Shopping Center Directory.

Shopping Center Types: N = Neighborhood; C = Community; R = Regional; SR = Super Regional; G = Grocery-Anchored; SA = Stand Alone
Sources: 2003 Shopping Center Directory, Village of Wheeling Shopping Center Guide, and *S. B. Friedman & Company*



Wheeling Station Area Plan

Figure 2: Competitive Retail Inventory

S. B. Friedman & Company Real Estate Advisors and Development Consultants

LAKOTA THE LAKOTA GROUP, INC.

METRA

PRESENCE/ABSENCE ANLAYSIS

Wheeling Study Area as Compared to Active Downtowns

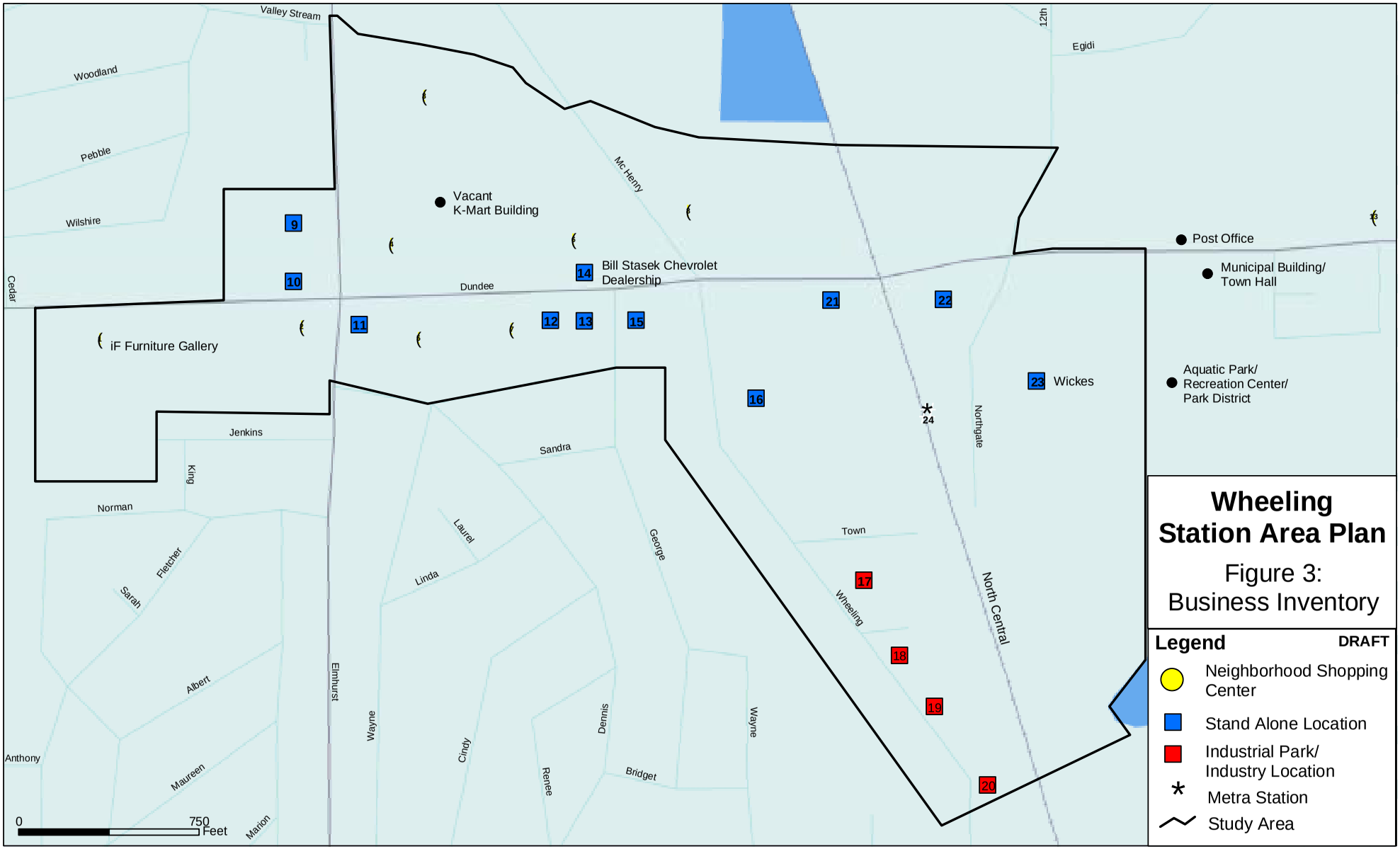
S. B. Friedman & Company surveyed the businesses within the Study Area. A detailed inventory of the businesses in the Study Area is shown in **Table 14** and displayed on **Figure 3:** *Business Inventory*. The retail uses in the Study Area to were compared several destination downtowns in suburban Chicago, as shown in **Table 15**. Though the Study Area does not currently function as a "downtown" area, the suburban downtowns surveyed were used as a point of comparison because they have the atmosphere, retail mix and inventory, and key anchors that would be desirable for the type of "Town Center" development envisioned for the Study Area. The average frequency of each category of ground floor use occurring in these downtowns was calculated and compared to the *SBFCo* inventory of ground floor uses in the Study Area (a more detailed business inventory of the Study Area can be found in **Table 16**). The Study Area contains approximately 124 ground floor businesses/ uses. To highlight the predominant uses, approximately 23.4% of these are industrial and warehouse uses, most of which are located just west of the railroad tracks south of Dundee Road; 18.5% are retail uses, such as furniture stores and resale shops; 19% are personal or household services, such as hair and nail salons and dry cleaners; 9.7% are dining establishments; and 9.7% are professional or financial services. Approximately 3.2% of ground floor business spaces are vacant. In general, the Study Area has proportionally less retail uses than most suburban downtowns. It also has less dining establishments, personal/household services, and professional/financial services. The lower proportions in these uses at least can be partly be attributed to the significantly high percentage of industrial and warehouse uses in the Study Area, uses which are almost entirely absent in the destination downtowns surveyed. The high occurrence of industry and warehouses in the Study Area compared to suburban downtown areas highlights the differences between the Study Area, which does not currently function as a downtown and allows for such uses.

Wheeling Station Area Plan
Table 14
STUDY AREA BUSINESS INVENTORY

Map No.	Shopping Center/Business Name	Store No.	Tenants	Location	Category	Subcategory	Type
1	Dundee Plaza	1	Amazing Savings Warehouse Outlet	889 W Dundee Rd	Retail Stores	Variety/Dollar Store	
		2	Aldi Food Store	901 W Dundee Rd	Food & Liquor Stores	Grocery	
		3	iF Gallery	903 W Dundee Rd	Retail Stores	Furniture/Appliances	Furniture
2	Dunhurst Plaza	4	Original Granny's Restaurant	831 W Dundee Rd	Bars & Restaurants	Dine-In Restaurant	
		5	Housewalk Furniture	835 W Dundee Rd	Retail Stores	Furniture/Appliances	Furniture
		6	Swaminarayan Food & Video	845 W Dundee Rd	Food & Liquor Stores	Mini-Mart/Convenience Store	
		7	Europa Plus Video and Music	847 W Dundee Rd	Retail Stores	Video Rental	
		8	Dog Den	849 W Dundee Rd	Personal/Household Services	Pet Services	Pet Grooming/Kennels
		9	Ultimate Insurance	851 W Dundee Rd	Professional/Financial Services	Insurance Agency	
		10	Universal Upholstery	853-55 W Dundee Rd	Personal/Household Services	Repair Shop	
		11	Currency Exchange	857 W Dundee Rd	Professional/Financial Services	Currency Exchange	
		12	Shinil Mart	859 W Dundee Rd	Food & Liquor Stores	Mini-Mart/Convenience Store	
		13	Sherwin Williams	865 W Dundee Rd	Retail Stores	Hardware/Garden Supplies	Paint/Paint Supplies
3	Creekside Plaza	14	Traci's Treasures	300 McHenry Rd	Retail Stores	Apparel/Shoes/Accessories	Resale/ Consignment
		15	Just Like Home Maytag Laundry	200-04 McHenry Rd	Personal/Household Services	Laundromat	
		16	Wa-Pa-Ghetti's Pizza	208-16 McHenry Rd	Bars & Restaurants	Dine-In Restaurant	
		17	Lupita's Bakery	220 McHenry Rd	Food & Liquor Stores	Bakery	
		18	Wheeling Taekwon-do	224-28 McHenry Rd	Entertainment/Recreation	Other	
		19	El Famous Burrito	232-36 McHenry Rd	Bars & Restaurants	Dine-In Restaurant	
		20	Stefano's Flooring	250-52 McHenry Rd	Retail Stores	Furniture/Appliances	Carpets/Rugs/Tile
		21	Academy of Ballet & Art Inc.	254-58 McHenry Rd	Entertainment/Recreation	Dance Hall/Studio	
		22	Milkyway Christian Bookstore	262 McHenry Rd	Retail Stores	Bookstore	
		23	Yau's Chow to Go	266 McHenry Rd	Bars & Restaurants	Take-Out/Fast Food	
		24	Personal Appearance Salon	270 McHenry Rd	Personal/Household Services	Hair/Nails/Spa	
		25	Carlito's Café	274-78 McHenry Rd	Bars & Restaurants	Dine-In Restaurant	
		26	Modern Denistry	282 McHenry Rd	Personal/Household Services	Medical/Dental	
		27	Creekside Cleaners	286 McHenry Rd	Personal/Household Services	Cleaners/Tailors	
		28	White Hen Pantry	294 McHenry Rd	Food & Liquor Stores	Mini-Mart/Convenience Store	
4	Dundee Elmhurst Plaza	29	Herbs, Vitamins & Teas	15 Elmhurst Rd	Retail Stores	Vitamins/Nutritional Supplements	
		30	America Family Haircut, Inc.	19 Elmhurst Rd	Personal/Household Services	Hair/Nails/Spa	
		31	Mary's Jewelry	25 Elmhurst Rd	Retail Stores	Jewelry	
		32	Alianza Hispana	27 Elmhurst Rd	Cultural/Institutional	Other	
		33	Tom's Tailor Shop	29 Elmhurst Rd	Personal/Household Services	Cleaners/Tailors	
		34	Arts and Music Center	31 Elmhurst Rd	Retail Stores	Audio-Visual/Electronics/Computers	CD/Record Shop
		35	Best Discount Cigarette	33 Elmhurst Rd	Retail Stores	Hobbies/Toys	Cigar Store/Smoke Shop
		36	Pico De Gallo	784 W Dundee Rd	Bars & Restaurants	Dine-In Restaurant	
		37	Shirley Nails	788 W Dundee Rd	Personal/Household Services	Hair/Nails/Spa	
		38	Americash Loans	790 W Dundee Rd	Professional/Financial Services	Currency Exchange	
		39	Areawide Cellular	794 W Dundee Rd	Retail Stores	Audio-Visual/Electronics/Computers	Cellular Phones/Pagers
		40	Greater Chicago Chiropractic	798 W Dundee Rd	Personal/Household Services	Medical/Dental	
5	Ace Hardware/ B&L Liquor	41	Ace Hardware	755 W Dundee Rd	Retail Stores	Hardware/Garden Supplies	Hardware
		42	Barber Shop	757 W Dundee Rd	Personal/Household Services	Hair/Nails/Spa	
		43	Abogados Natkin & Assoc	759 W Dundee Rd	Professional/Financial Services	Legal Services	
		44	La International Hair Salon	761 W Dundee Rd	Personal/Household Services	Hair/Nails/Spa	
		45	La Mexicana Food Store	765 W Dundee Rd	Food & Liquor Stores	Grocery	
		46	B & L Liquors	767 W Dundee Rd	Food & Liquor Stores	Wine/Liquor Store	
		47	P.S. Pub	771 W Dundee Rd	Bars & Restaurants	Bar	
		48	Vacant	773 W Dundee Rd	Vacant Storefront/Business		
6	Wheeling Car Care Center	49	Jiffy Lube	84 McHenry Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
		50	Merlins Muffler & Brake Shop	90 McHenry Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
		51	Sparks Computerized Car Care	96 McHenry Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
		52	Gator Transmissions	100 McHenry Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	

Map No.	Shopping Center/Business Name	Store No.	Tenants	Location	Category	Subcategory	Type
6	Wheeling Car Care Center (continued)	53	Vacant	106 McHenry Rd	Vacant Storefront/Business		
		54	Glass America	112 McHenry Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
		55	Prime Staffing, Inc	116 McHenry Rd	Professional/Financial Services	Staffing Resources	
		56	Dent Busters Autobody	120 McHenry Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
7	Gaslight Shopping Center	57	Wheeling Donuts	729-31 W Dundee Rd	Food & Liquor Stores	Bakery	
		58	El Burrito Loco	733 W Dundee Rd	Bars & Restaurants	Dine-In Restaurant	
		59	Jackson Hewitt	735 W Dundee Rd	Professional/Financial Services	Investments/Mortgage/Financial Services	
		60	Babys Boutique	737 W Dundee Rd	Retail Stores	Apparel/Shoes/Accessories	Children's Apparel
		61	Shital Grocery & Video	739 W Dundee Rd	Food & Liquor Stores	Grocery	
		62	Dirty Duds Laundromat	741-45 W Dundee Rd	Personal/Household Services	Laundromat	
		63	Stein & Cherney Ltd. Attorney at Law	747 W Dundee Rd	Professional/Financial Services	Legal Services	
		64	Hair & Nails Rockstyles by Ellyse	749 W Dundee Rd	Personal/Household Services	Hair/Nails/Spa	
		65	The Cleaners	751 W Dundee Rd	Personal/Household Services	Cleaners/Tailors	
8	Lynn Plaza	66	Baskin Robbins	524 W Dundee Rd	Bars & Restaurants	Ice-Cream/Frozen Drinks	
		67	Blockbuster	526 W Dundee Rd	Retail Stores	Video Rental	
		68	Bo-Rics	530 W Dundee Rd	Personal/Household Services	Hair/Nails/Spa	
		69	Sauer's Bakery Shop	532 W Dundee Rd	Food & Liquor Stores	Bakery	
		70	Pot of Gold Resale Shoppe	534 W Dundee Rd	Retail Stores	Apparel/Shoes/Accessories	Resale/ Consignment
		71	Payless Shoes	536 W Dundee Rd	Retail Stores	Apparel/Shoes/Accessories	Shoes
		72	Dollar Spot	538 W Dundee Rd	Retail Stores	Variety/Dollar Store	
		73	Radio Shack	540 W Dundee Rd	Retail Stores	Audio-Visual/Electronics/Computers	Electronics
		74	Vacant	542 W Dundee Rd	Vacant Storefront/Business		
		75	Randstad	542A W Dundee Rd	Professional/Financial Services	Staffing Resources	
		76	Concentra Medical Center	544 W Dundee Rd	Personal/Household Services	Medical/Dental	
		77	Minuteman Press	544B W Dundee Rd	Professional/Financial Services	Printing/Copying	
		78	H&R Block	546 W Dundee Rd	Professional/Financial Services	Investments/Mortgage/Financial Services	
		79	Mark Drug Medical Supply	548A W Dundee Rd	Retail Stores	Medical Supplies	
		80	Vacant	548B W Dundee Rd	Vacant Storefront/Business		
		81	Corus Bank	W Dundee Rd	Professional/Financial Services	Bank	
		82	Jimenez Foods	550 W Dundee Rd	Food & Liquor Stores	Grocery	
		83	Market Square Restaurant	600 W Dundee Rd	Bars & Restaurants	Dine-In Restaurant	
9	Arby's	84		Elmhurst Rd	Bars & Restaurants	Take-Out/Fast Food	
10	Phillips 66	85		NWC Elmhurst & Rt 83	Auto-Oriented Uses/Services	Gas Station	
11	Citgo	86		SEC Elmhurst & Rt 83	Auto-Oriented Uses/Services	Gas Station	
12	Pearl Vision	87		727 Dundee Rd	Personal/Household Services	Optician/Hearing	
13	Good Year	88		723 Dundee Rd	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
14	Bill Stasek Chevrolet	89		700 Dundee Rd	Auto-Oriented Uses/Services	Car Dealer	
15	Hoyne Savings Bank	90		699 Dundee Rd	Professional/Financial Services	Bank	
16	Midas Service Center	91		SEC Dundee & Wheeling Rds	Auto-Oriented Uses/Services	Auto Service Station- Body, Muffler, Tire Shop	
17	Terrazzo & Marble Supply Company	92		77 S Wheeling	Industrial/Warehouse		
18	Industrial Park	93	Sanders Hardware Supply	111-143 S Wheeling	Industrial/Warehouse		
		94	A. Gramer Painting & Decorating	111-143 S Wheeling	Industrial/Warehouse		
		95	CAPPS Plumbing & Sewer	111-143 S Wheeling	Industrial/Warehouse		
		96	Power Dynamics	111-143 S Wheeling	Industrial/Warehouse		
		97	Stevens Upholstery	111-143 S Wheeling	Industrial/Warehouse		
		98	Lake Cook C.V. Joints Inc	111-143 S Wheeling	Industrial/Warehouse		
		99	E.J. Cady & Co.	111-143 S Wheeling	Industrial/Warehouse		
		100	ACOA Ltd.	111-143 S Wheeling	Industrial/Warehouse		
		101	Coral Enterprises	111-143 S Wheeling	Industrial/Warehouse		
		102	Up 'N Adam	111-143 S Wheeling	Industrial/Warehouse		
		103	REP Graphics	111-143 S Wheeling	Industrial/Warehouse		
		104	Tristate Machinery Inc.	111-143 S Wheeling	Industrial/Warehouse		
19	Industrial Park	105	Vinyl Choice	145-221 S Wheeling	Industrial/Warehouse		
		106	Boom Company	145-221 S Wheeling	Industrial/Warehouse		
		107	Slam & Jamb	145-221 S Wheeling	Industrial/Warehouse		
		108	Fresh Island Juice	145-221 S Wheeling	Industrial/Warehouse		
		109	H&K Precision Machining	145-221 S Wheeling	Industrial/Warehouse		
		110	Allstar Dental	145-221 S Wheeling	Industrial/Warehouse		

Map No.	Shopping Center/Business Name	Store No.	Tenants	Location	Category	Subcategory	Type
19	Industrial Park (continued)	111	CK Grinding Service	145-221 S Wheeling	Industrial/Warehouse		
		112	K Lees Electric	145-221 S Wheeling	Industrial/Warehouse		
		113	Corbrook Enterprises	145-221 S Wheeling	Industrial/Warehouse		
		114	Zip Specialties	145-221 S Wheeling	Industrial/Warehouse		
		115	Overhead Electronic Garage Door	145-221 S Wheeling	Industrial/Warehouse		
		116	Mobile Sound	145-221 S Wheeling	Industrial/Warehouse		
		117	DuBois Paving	145-221 S Wheeling	Industrial/Warehouse		
		118	Signs of Distinction	145-221 S Wheeling	Industrial/Warehouse		
		119	Mark J Enterprises	145-221 S Wheeling	Industrial/Warehouse		
20	Evangers (Dog & Cat Food Company)	120		221 S Wheeling Rd	Industrial/Warehouse		
21	Collins Fireplace & Patio Shop	121		561 Dundee Rd	Retail Stores	Hardware/Garden Supplies	Garden Center
22	Burger King	122		SEC Dundee Rd & Northgate	Bars & Restaurants	Take-Out/Fast Food	
23	Wickes	123		SWC Dundee Rd & Northgate	Retail Stores	Furniture/Appliances	Furniture
24	Metra Station	124	North Central Service/ Wheeling Station		Public	Train Station/Public Transit Station	



LAKOTA

S. B. Friedman & Company

Table15: Downtown Ground Floor Business Inventory-Summary by General Use

	OTHER DOWNTOWNS		WHEELING STATION AREA	
2000 Population			34,496	
2000 Median Household Income			$55,491	
Ground Floor Business Categories	Avg # of Ground Floor Businesses	% of Total	# of Ground Floor Businesses	% of Total
AUTO-ORIENTED USES/SERVICES	2.5	1.8%	11	8.9%
BARS AND RESTAURANTS	17.0	12.1%	12	9.7%
CULTURAL/INSTITUTIONAL	3.0	2.1%	1	0.8%
ENTERTAINMENT/RECREATION	1.8	1.3%	2	1.6%
FOOD AND LIQUOR STORES	5.0	3.6%	11	8.9%
HOTEL/MOTEL	0.2	0.1%	0	0.0%
INDUSTRIAL/WAREHOUSE	0.2	0.2%	29	23.4%
OFFICE SPACE	3.5	2.5%	0	0.0%
OTHER USES	7.1	5.0%	0	0.0%
PERSONAL/HOUSEHOLD SERVICES	27.6	19.6%	18	14.5%
PROFESSIONAL/FINANCIAL SERVICES	20.7	14.7%	12	9.7%
PUBLIC	3.8	2.7%	1	0.8%
RETAIL	42.1	29.9%	23	18.5%
VACANT STOREFRONT	6.2	4.4%	4	3.2%
TOTAL	**140.6**	**100%**	**124.0**	**100%**

Source: *S. B. Friedman & Company*

SBFCo also analyzed the presence/absence of predominant uses in the Study Area as compared to these downtowns using more specific ground floor use categories. The results of this analysis are summarized in **Table 17**. The average frequency of these predominant uses occurring in suburban downtowns was calculated and the presence/absence of the common uses in the Study Area was analyzed. The analysis revealed that, in comparison to suburban downtown areas, the Study Area contains few apparel, home furnishings, antiques, cards/gifts/stationery, and hobby stores. There also is a notable absence of "bar and grill" establishments.

Common Community Shopping Center Tenants

Because the Study Area includes several shopping centers, primarily along Dundee Road, *SBFCo* also studied the presence/absence of retail store types in the Study Area based on the most common tenants and anchors found in neighborhood- and community-level shopping centers as reported by the *Dollars & Cents of Shopping Centers: 2002* published by the Urban Land Institute.

Wheeling Station Area Plan
Table 16
STUDY AREA BUSINESS INVENTORY

Categories/Type of Business	# of Storefronts	% of Total
AUTO-ORIENTED USES/SERVICES	**11**	**8.87%**
Auto Service Station - Body, Muffler, Tire Shop	8	
Car Dealer	1	
Gas Station	2	
BARS & RESTAURANTS	**12**	**9.68%**
Bar	1	
Dine-In Restaurant	7	
Ice Cream/Frozen Drinks	1	
Take-Out/Fast Food	3	
CULTURAL/INSTITUTIONAL	**1**	**0.81%**
Other	1	
ENTERTAINMENT/RECREATION	**2**	**1.61%**
Dance Hall/Studio	1	
Other	1	
FOOD & LIQUOR STORES	**11**	**8.87%**
Bakery	3	
Grocery	4	
Mini-Mart/Convenience Store	3	
Wine/Liquor Store	1	
HOTEL/MOTEL	**0**	**0.00%**
INDUSTRIAL/WAREHOUSE	**29**	**23.39%**
OFFICE SPACE	**0**	**0.00%**
PERSONAL/HOUSEHOLD SERVICES	**18**	**14.52%**
Cleaners/Tailors	3	
Hair/Nails/Spa	7	
Laundromat	2	
Medical/Dental	3	
Optician/Hearing	1	
Pet Services		
Pet Grooming, Kennels	1	
Repair Shop - Clocks, Watches, Jewelry	1	

(Cont.)	# of Storefronts	% of Total
PROFESSIONAL/FINANCIAL SERVICES	**12**	**9.68%**
Bank	2	
Currency Exchange	2	
Insurance Agency	1	
Investments/Mortgage/Financial Services	2	
Legal Services	2	
Printing/Copying	1	
Staffing Resources	2	
PUBLIC	**1**	**0.81%**
Train Station/Public Transit Station	1	
RESIDENTIAL	**0**	**0.00%**
RETAIL STORES	**23**	**18.55%**
Apparel/Shoes/Accessories		
Children's Apparel	1	
Resale/Consignment	2	
Shoes	1	
Audio-Visual/Electronics/Computers		
Cellular Phones/Pagers	1	
CD/Record Shop	1	
Electronics	1	
Bookstore	1	
Furniture/Appliances		
Carpets/Rugs/Tile	1	
Furniture	3	
Hardware/Garden Supplies		
Garden Center	1	
Hardware	1	
Paint/Paint Supplies	1	
Hobbies/Toys		
Cigar Store/Smoke Shop	1	
Jewelry	1	
Medical Supplies	1	
Variety/Dollar Store	2	
Video Rental	2	
Vitamins/Nutritional Supplements	1	
VACANT STOREFRONT/BUSINESS	**4**	**3.23%**
OTHER USES	**0**	**0.00%**
Total # of Storefronts (No "Other Uses")	**124**	

Wheeling Station Area
Table 17
DOWNTOWN GROUND FLOOR BUSINESS INVENTORY - MOST FREQUENT USES

	OTHER DOWNTOWNS		WHEELING STATION AREA	
Ground Floor Business Categories	Avg # of Ground Floor Businesses	% of Total	# of Ground Floor Businesses	% of Total
APPAREL/SHOES/ACCESSORIES*	8.8	5.5%	4	2.7%
*SPECIALTY CLOTHING**	*2.1*	*1.3%*	*0*	*0.0%*
*WOMEN'S APPAREL**	*1.5*	*1.0%*	*0*	*0.0%*
*CHILDREN'S APPAREL**	*1.4*	*0.9%*	*1*	*0.7%*
SHOES	*1.3*	*0.8%*	*1*	*0.7%*
RESALE/CONSIGNMENT	*1.2*	*0.7%*	*2*	*1.4%*
*GENERAL APPAREL**	*0.9*	*0.6%*	*0*	*0.0%*
*MEN'S APPAREL**	*0.9*	*0.6%*	*0*	*0.0%*
ACCESSORIES	*0.3*	*0.2%*	*0*	*0.0%*
HAIR/NAILS/SPA	8.8	5.5%	7	4.8%
DINE-IN RESTAURANT	7.5	4.6%	7	4.8%
MEDICAL/DENTAL	6.4	4.0%	3	2.0%
HOUSEWARES/HOME DÉCOR*	5.8	3.6%	1	0.7%
*HOME FURNISHINGS**	*5.1*	*3.2%*	*1*	*0.7%*
HOUSEWARES	*0.5*	*0.3%*	*0*	*0.0%*
PARKING LOT/STRUCTURE	5.6	3.5%	0	0.0%
BANK	4.8	3.0%	2	1.4%
CARDS/GIFTS/STATIONERY*	4.1	2.5%	0	0.0%
CLEANERS/TAILORS	4.0	2.5%	3	2.0%
OFFICE SPACE	3.5	2.2%	0	0.0%
TAKE-OUT/FAST FOOD	3.4	2.1%	3	2.0%
HOBBIES/TOYS*	3.4	2.1%	1	0.7%
*HOBBY SHOP**	*1.0*	*0.6%*	*0*	*0.0%*
TOYS	*0.7*	*0.4%*	*0*	*0.0%*
POTTERY BAR	*0.6*	*0.4%*	*0*	*0.0%*
CRAFTS	*0.4*	*0.2%*	*0*	*0.0%*
FABRIC	*0.3*	*0.2%*	*0*	*0.0%*
ART SUPPLIES	*0.2*	*0.1%*	*0*	*0.0%*
CIGAR STORE/SMOKE SHOP	*0.2*	*0.1%*	*1*	*0.7%*
ANTIQUES*	3.2	2.0%	0	0.0%
INSURANCE AGENCY	3.1	1.9%	1	0.7%
REALTOR/SALES OFFICE	2.8	1.7%	0	0.0%
JEWELERY*	2.6	1.6%	1	0.7%
INVESTMENTS/MORTGAGE/FINANCIAL	2.3	1.4%	2	1.4%
OTHER PROFESSIONAL SERVICES	2.3	1.4%	0	0.0%
LEGAL SERVICES	1.9	1.2%	2	1.4%
BAR AND GRILL*	1.8	1.1%	0	0.0%

*Denotes those uses with significant gaps between the Wheeling Station Area and the destination downtowns surveyed

Source: *S. B. Friedman & Company*

Table 18 summarizes the results of this analysis. According to this table, some of the common shopping center tenants and anchors currently absent from the Study Area include women's clothing stores, family clothing stores, card and gift shops, drugstores/pharmacies, and home accessory stores.

RETAIL DEMAND ANALYSIS

As discussed previously, the Primary Market Area (PMA) for retail uses in the Study Area was designated as the Village of Wheeling. Being local residents, these are shoppers who would be expected to patronize the site most often, and would be familiar with its stores.

The Secondary Market Area (SMA) again is the next ring of towns surrounding Wheeling: the villages of Buffalo Grove, Prospect Heights, Riverwoods, and the portion of Arlington Heights north of Camp McDonald Road. The SMA represents an area where, based on our assessment of local development patterns, the site could be expected to draw additional market support. In the event that a home center or similar regional use occupies the former K-mart site, the market potential of the Study Area could increase significantly, drawing from a market area that extends beyond the Secondary Market Area.

The amount of retail spending from these two market areas that could be captured by development in the Study Area was estimated through a saturation and capture analysis.

A saturation and capture analysis estimates the feasibility of a new store of a selected type in relationship to the competitive environment of its market area. The hypothetical new store is arrayed along with the identified stores that would compete for retail spending in the PMA. Based upon distance from the site and estimated square footage of these competitive stores, a percentage value is attached to each to reflect the market overlap and resulting competitive square footage of each (the hypothetical new store is assigned a 100% competitive value). The square footage of the new store is divided into the total competitive square feet to estimate the "market share" of the proposed store. This "market share" is applied to the estimated sales potential in the market area to estimate the sales that the store could capture if it achieved its fair share of the market based upon its size.

To test the feasibility of a particular store type, *SBFCo* estimated the sales that would be needed to support typical rent for new stores. A target sales per-square-foot figure by store type was estimated by comparing rents needed to support new store space against the ratio of sales to rent from industry sources. For each store type, we then applied the target sales per square foot level to the sales potential of the PMA and compared it to the total competitive square footage to produce an estimated surplus or deficit of space (a surplus indicates that the new store would saturate the market). If a surplus is shown, then the sales capture needed from the SMA to support the new store is estimated, based on the target sales per square foot.

Wheeling Station Area Plan
Table 18
PRESENCE/ABSENCE ANALYSIS

As Compared to Most Common Tenants in Community and Neighborhood Shopping Centers

Tenant Classification (Unranked)	Type of Center	# in Study Area
Banks	C, N	2
Cards and Gifts	C, N	0
Chinese Fast Food	N	1
Cosmetics/Beauty Supply	C	0
Discount Department Store	C	0
Drugstore/Pharmacy	C, N	0
Dry Cleaner	C, N	1
Family Wear	C	0
Family Shoes	C	1
Finance Company	N	2
Furniture	C	3
Hair Salon	C, N	6*
Insurance	N	1
Jewelry	C, N	1
Mailing/Packaging	N	0
Medical and Dental	C, N	3
Nail Salon	C, N	2*
Pizza	N	1
Restaurant with Liquor	C, N	0**
Restaurant without Liquor (excluding fast food)	C, N	6**
Sandwich Shop	C, N	1
Supermarket/Grocery	C, N	4
Videotape Rentals	N	2
Women's Ready-to-Wear	C	0
Women's Specialty Clothing	C, N	0

C= Community Shopping Center
N= Neighborhood Shopping Center

As Compared to Most Common ANCHOR Tenants in Community and Neighborhood Shopping Centers

Tenant Classification (Unranked)	Type of Center	# in Study Area
Banks	N	2
Books	C	1
Cinema -General	C	0
Discount Department Store	C, N	0
Dollar Store/Novelties	N	1
Drugstore/Pharmacy	C, N	0
Family Wear	C	0
Furniture	N	3
Hardware	N	1
Home Accessories	N	0
Junior Department Store	C	0
Restaurant with Liquor	C, N	0**
Sporting Goods - General	C	0
Supermarket/Grocery	C, N	4
Variety Store	N	1

*One business in the study area has both a hair and nail salon and is included in both categories.
***SBFCo's* survey of businesses in the Study Area did not determine which restaurants serve liquor. Since none of the restaurants were considered "Bar and Grill" establishments, the "Restaurants without Liquor" category is assumed.

Source: *Dollars and Cents of Shopping Centers: 2002 (Urban Land Institute), S. B. Friedman & Company.*

Based on the results of the presence/absence analyses discussed earlier, we tested the feasibility of the following uses: drugstores, general apparel stores, home furnishing stores, and dine-in restaurants. Additionally, we tested a furniture store, since the current presence of three furniture stores in the Study Area could provide opportunities for comparison shopping, making this area a recognized destination for furniture shopping. The analysis results are summarized in **Table 19**.

Table 19: Summary of Capture and Saturation Analysis

Store Type	Proposed Sq. Ft.	Primary Market Area (PMA) Potential Sales	SF of Proposed Store Supported by PMA at Premium Sales	Proposed Store(s): % of Potential Store Sales Drawn from PMA	% of Potential Store Sales Needed from SMA to Achieve Premium Sales	% of Total PMA Sales Potential Captured by Proposed Store	% of Total Sales Needed from Secondary Mkt. Area to Achieve Premium Sales
Home Furnishings	4,500	$377,000	1,510	30%	70%	4%	3%
Drugstore	10,000	$1,551,000	4,700	50%	50%	7%	2%
Restaurants	10,000	$1,125,000	3,000	30%	70%	4%	3%
Apparel	15,000	$2,097,000	5,590	40%	60%	6%	3%
Furniture	15,000	$944,000	2,940	20%	80%	8%	8%

Source: *S. B. Friedman & Company*

The results of the analysis highlight the fact that the retail development in the Study Area will have to compete effectively in the marketplace to draw sufficient sales support.

- **Home Furnishings:** Sales support in the PMA for a home furnishings store is moderate to low; approximately 70% of sales would need to come from outside the PMA. However, the presence of several furniture stores in the immediate vicinity may allow a home furnishings store to attract more than its "fair share" of market sales based on its position as a complementary use to these furniture stores.

- **Drugstore:** There appears to be moderate support for a drugstore in the Study Area; it is estimated that a drugstore would need to attract about half its sales from the SMA to achieve reasonable sales.

- **Restaurants:** The market appears moderate to low for new restaurants; a new restaurant(s) would need to capture approximately 70% of its sales from outside the primary market area. A specialized restaurant use that complements nearby uses, such as a breakfast place that caters to Metra users, may be able to attract a greater share of the market.

- **Apparel:** The market for apparel stores looks moderate; the proposed square footage of apparel space would need to capture over half its sales from outside the primary market area. A specialized apparel store or national chain may be able to attract more than its "fair share" of the market.

- **Furniture:** With three other furniture stores in the Study Area, including a large regional chain store, a furniture store would only draw approximately 20% of its sales from the PMA and need to attract the balance from the SMA. However, as discussed previously, the opportunity for comparison furniture shopping in one area may allow an additional furniture store, as well as current stores, to attract a larger portion of primary and secondary market sales.

In addition, it is our understanding that at least one large format home center has expressed interest in the former K-mart site.

There is a fair amount of competition in the surrounding area, including large draws such as the Northbrook Court to the northeast and the Rand Road Corridor to the west. Generally speaking, there appears to be moderate sales potential in the PMA to support new retail development in the Study Area. The key challenge is to create the sort of environment that will convince two or three anchor retailers to locate in the Study Area. One means of accomplishing this is to create a "critical mass" of one type of use, such as a furniture store, which promotes comparison shopping and attracts shoppers who may have to make an extra effort to visit the Study Area rather than shop at a nearby shopping center. These anchors in turn will attract desirable supporting uses (such as a home furnishings store locating near a furniture store). Additionally, capitalizing on other uses in the Study Area that attract visitors to the area, such as the Metra station and the recreation center, may also increase the sales potential of retail development in the Study Area. Examples of this strategy include a breakfast restaurant or dry cleaners that serves commuters using the Metra station and ice cream parlor or juice bar to serve visitors to the recreation center.

POTENTIAL RETAIL PROGRAM

Based on the retail market assessment, a potential retail development program for the Study Area was created. The retail program consists of approximately **70,000 to 180,000 square feet** of new retail space, excluding a potential new home center on the K-mart site, as shown in **Table 20** on the following page. Including the proposed home center, the potential development program ranges from approximately **170,000 to 325,000 square feet**. Square footages are based on typical requirements for the specified store types obtained from industry sources. The actual size and type of uses will be dependent on the selling formats of both local and chain retailers, and the actual tenant mix. The amount of commercial square footage developable on the site also will depend on the layout of the site plan to be prepared in future stages of the planning process.

The development program is designed to offer a retail mix that includes elements that would appeal to a variety of different area shopper segments. These segments include current Wheeling area residents; potential residents from proposed residential development in the Study Area; commuters; area employees, especially those from Village Hall and the industrial area to the south of the Study Area; visitors to the community recreation facilities; and other visitors from neighboring communities. The goal is to have potential development in the Study Area be able to serve as many different market niches as possible, and also to complement existing businesses.

Wheeling Station Area Program
Table 20
POTENTIAL RETAIL PROGRAM

Category/Store Type	Representative Retailers	Potential New Store Size (Sq. Ft.)* Low	Mid	High	# of Existing Stores	Target # of New Stores	Total # of Stores	Total Potential New Square Feet Low	Mid	High
HOME CENTER	Home Depot, Menards, Lowe's	100,000	150,000	200,000	0	1	1	100,000	150,000	200,000
FURNITURE	Wickes (existing - proposed to build new store along Dundee)	35,000	35,000	35,000	1	1	1	35,000	35,000	35,000
	Additional Store (ex. Harlem Furniture, Ethan Allen, Walter Smithe)	2,400	21,200	40,000	2	1	3	2,400	21,200	40,000
HOUSEWARES/HOME DECOR										
Home Furnishings	Pier One Imports, Pottery Barn, Williams Sonoma	1,800	20,900	40,000	1	1	2	1,800	20,900	40,000
APPAREL/SHOES/ACCESSORIES										
General Apparel	Gap, Old Navy, Banana Republic, Eddie Bauer	2,200	14,200	26,200	0	2	2	4,400	28,400	52,400
Women's Apparel	Ann Taylor, Chicos, Talbots	1,000	4,900	8,800	0	2	2	2,000	9,800	17,600
BARS & RESTAURANTS		2,100	6,050	10,000	6	2	8	4,200	12,100	20,000
Family/Sit-Down/Themed	Rosebud, Mongolian BBQ, Corner Bakery, Wildfire, Flat Top Grill, Panera									
Breakfast Place	Egg Harbor, Blueberry Hill, Pancake House, Egglectic Cafe									
Bar and Grill	TGIFridays, Bennigans, Chili's									
DRUG STORE/PHARMACY	CVS, Walgreens	7,500	19,850	32,200	0	1	1	7,500	19,850	32,200
CARDS/GIFTS/ART/GALLERIES	Hallmark	1,500	5,550	9,600	0	2	2	3,000	11,100	19,200
SHOE STORE	Carousel Shoes, Famous Footwear	1,900	4,450	7,000	1	1	2	1,900	4,450	7,000
HOBBY STORES	Zany Brainy, Learning Express	1,600	6,800	12,000	1	1	2	1,600	6,800	12,000
ICE CREAM PARLOR	Baskin Robbins, Ben & Jerry's, Oberweiss	600	1,150	1,700	0	1	1	600	1,150	1,700
DRY CLEANERS		1,000	1,800	2,600	3	1	4	1,000	1,800	2,600
VIDEO STORE	Blockbuster, Hollywood Video	3,300	5,400	7,500	2	1	3	3,300	5,400	7,500
SUBTOTAL (excluding Wickes and Home Center)					**16**	**16**	**32**	**33,700**	**142,950**	**252,200**
SUBTOTAL (including Wickes, but excluding Home Center)					**17**	**17**	**33**	**68,700**	**177,950**	**287,200**
TOTAL (including Home Center)					**17**	**18**	**34**	**168,700**	**327,950**	**487,200**

*Typical square foot ranges according to Tenant Search, *Dollars & Cents of Shopping Centers: 2002 (ULI), and The Shopping Center Directory (2003).*
Source: *Tenant Search, Dollars & Cents of Shopping Centers: 2002 (ULI), The Shopping Center Directory (NRB) and S.B. Friedman & Company.*

An effective mix of retail uses can encourage shoppers to make multiple purchases or store trips in one trip to the area. Combining convenience-oriented stores with specialty shops could allow shoppers to complete several errands in one visit.

Because the Village has been approached about the possibility of using the vacant K-mart site as a "Home Center," it is included in the development program as the proposed use for this site. In addition, a developer is interested in redeveloping the Wickes site to include a smaller, redeveloped Wickes retail store that would take the place of the current warehouse/showroom, other retail, and residential uses. A general apparel store could serve as another anchor for a possible "Town Center" redevelopment around the Metra station.

Several specialty stores are included in the program, including women's apparel, a shoe store, a hobby store, and cards/gifts/art store. In addition, a home furnishings and accessories store is included as a complementary use to the existing furniture stores.

The program includes retail uses that serve the needs of Metra commuters and potential Study Area residents, as well as other local residents. Such uses include breakfast places, a dry cleaners, a video store, and a drug store.

Additionally, several uses were included that enhance the area's current entertainment uses, especially the Community Recreation Center. These include an ice cream parlor, a family restaurant, and a bar and grill establishment.